

The American Perfumer and Essential Oil Review

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The American Perfumer

and Essential Oil Review

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Research and the Competitive Market

LEADERS in the American chemical industry are greatly concerned at the moment over the problem of competition which they expect to follow the formation of a great European chemical combine. They are discussing means for combating this competition and are even agitating for the removal of legal restrictions which at present prevent the formation of a similar combination in the United States. That there is cause for concern is certain. That potent remedies must be developed is equally sure. But that additional laws are needed in the emergency is quite another matter.

Our own industries, whether they are regarded as a branch of the chemical industry or not, and regardless of the new European combination, are already faced with a competitive problem, which could not well be more difficult. No little discussion of this situation has already been heard in the industry and many remedies of more or less practical value have been suggested.

There is probably no single suggestion which taken alone will completely solve the problem. But there is one point in which the perfume industry, as well as the general chemical industry of America, has been lacking, and in which its foreign competitors have repeatedly shown that they excel. This is in research.

It is to be expected that the many excellent technical men in the industry will protest at this statement and in advance their argument is granted. Man for man, they are the equals of any. But with a few exceptions, notably the research laboratory of the American Manufacturers of Toilet Articles at Columbia University, they have been forced to work under restrictions which have put them at a decided disadvantage when compared with their foreign colleagues. The tendency in American industry has been toward bulk production, price reduction and quick profits. And the perfume and cosmetics industry cannot, unfortunately, be excepted from this generalization. The tendency abroad, especially in the perfume industry, has been quite the reverse.

Haste and research do not make a good team. Cheap raw materials, hurried assembly and a rush to the market place leave the research worker time only to devise short cuts. Under such conditions, he can turn out poor substitutes and bad imitations, but he can do little creative work. The expense of the research department, if it is a good one, is not

to be paid out of current profits. It must be borne by the future. It is borne by the future in the German chemical industry and in the French perfume industry. Considering these two examples of conspicuous success, can we say that the American industry has been wholly right in its methods?

Putting technical and scientific research upon the proper footing will be a good start. When that is done, there are other sorts of research in which the toilet preparations industry has been more or less deficient. Few of the important manufacturers in the field have more than a casual idea as to the possibilities of the various markets into which their products go. Fewer still have any basis for judging whether their lines are too large or too small, whether their products could be made more attractive to the purchasers by a minor change in either the product itself or the package, or whether a shift in advertising emphasis might not bring a flood of new and unexpected business.

How can these things be determined without recourse to the tedious and costly method of trial and error? There are experts in all of these fields, as well as expert chemists and perfumers. It is their business to know in advance and many of them do. Is it not the business of the manufacturers to use their services?

Research work in either the manufacturing or the merchandising ends of the business is expensive. Good workers in any of these fields command high salaries. Poor ones or cheap ones are worthless. The manufacturer quite rightly wants to know whether he can stand the expense. Again we would point to the example of the foreign producer. Under conditions not nearly so favorable as those in America, he not only stands the expense but welcomes it. In fact, he does not regard it as expense but as investment. And it is investment in future profits and what is more, insurance against loss of the market to others who are farsighted enough to bear the burden.

Cosmetics and Silk Stockings

WE commend to the attention of our best-known reformers a situation which has but just now come to light in the city of Milwaukee. The teachers in the high schools in that city recently set about the noble task of helping working girls to spend their wages wisely. As a first step, they decided to find out just how the working girl spent her wages at present. They questioned some

1,300 girls whose average earnings were \$8 per week as to how they spent this munificent sum.

Then came the shock. Strange as it may have seemed to the worthy inquisitors, the outlay for rouge, lipstick and other "nefarious" inventions, designed to entrap the unwary working girl into spending her weekly wage for vanity, formed only a negligible portion of the weekly spendings.

Instead of cosmetics, silk stockings proved to be the largest item of expense in their budgets!

It was discovered that they purchased an average of 15 pairs a year at prices ranging from \$1 to \$1.75 per pair. The lowest number purchased by any one individual was 6 pairs, while one girl bought 122 pairs in a single year! All told, they spent 46 per cent. of their earnings on clothing, more or less luxurious, and a negligible amount on cosmetics.

Here is the point of attack for the reformers. They should at once assail this silk stocking menace. All of us, including the reformers, are aware of the trend of fashions and the more and more prominent part which the stocking (an article almost unknown in our grandfathers' day) plays in the scheme of feminine apparel. Off hand, we can think of nothing which so much needs the attention of our agitating friends as the silk stocking.

Incidentally, we are not quite satisfied with the expenditures of the Milwaukee working girls for cosmetics. If the current styles demand more attention to the nether limbs than to the face, hair, eyebrows and lips, it is our contention that the silk stocking may well be supplemented by powder, rouge and possibly other preparations, properly applied. We might even gradually supplant the stocking altogether, using in its stead a discreet combination of preparations, specially designed to make the feminine calf more attractive, or even furnish artificial blemishes to make it look more natural. Think what this would save the working girls of Milwaukee in a single year! But we fear we are beginning to contradict the first part of this editorial and becoming entangled in our own logic. So perhaps it would be better to leave the entire matter to the reformers. They can settle anything.

State Laws Must Be Reasonable

EXTREME care in the drafting of state legislation pertaining to the art of the cosmetician would seem to be necessary under a recent decision of the Federal Courts. Nor is it possible under the Federal Constitution for the states to place restrictions on the individual where it is not shown that such restrictions are reasonably necessary for the protection of the public and are not unduly oppressive to individuals.

In 1925 the state of Oregon passed a law making it a crime to practice "cosmetic therapy" without a certificate of registration from the State Board of Examiners. In effect, the law made it necessary for any person who desired to practice any part of the cosmetician's art to be equally competent in all of the various collateral branches. The hairdresser must be manicurist and any number of other things as well. In the same way the manicurist must know all branches of "cosmetic therapy" before she would be allowed to practice the particular art by which she hoped to make a living.

Recently two expert hairdressers, who knew nothing about the other treatments described in the law, sued in the Federal Court to restrain the enforcement of the

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statute against them, claiming that to do so would be a violation of their rights under the Fourteenth Amendment to the Federal Constitution. In this, they have been completely upheld by the court.

It is, of course, doubtful that this decision will have any great effect upon the proponents of other restrictive state laws affecting our industries. It is too much to hope that any great care will be exercised by those drafting the measures affecting either the manufacture of cosmetics or their application, despite the decision of the learned Justice in the Oregon case. Most of those who are so anxious for restrictive legislation are not cut after that pattern. But there is reason to believe that the remedy invoked in this case may well be applicable to other state laws, now in effect, or which may be in effect in the future. It will be well for both the cosmetician and the manufacturer to file this Oregon decision for future reference in case of difficulty.

Perfumery Made Easy

THERE are all sorts of experts. Many of them make their living by "experting." Others write for the newspapers. We sometimes wonder which class is most pestiferous.

The latest member of the latter class which has come to our attention is one, Edna May, an "expert" on beauty culture. It seems that this lady, in addition to telling her daily readers how to become beautiful, can also teach them how to save money by making their own toilet waters. In a recent column, she goes to some length into this simple (?) art and gives formulæ for the manufacture of some of these "delicious liquids."

Here is one of the formulæ. We quote:

"Mignotte, the fragrance of which is so delicious to many persons, may be made by mixing half a pint of extract of mignonette, two and a half ounces of extract of *cassia*, two and a half ounces of tincture of orris root, one ounce of tincture of *tonquin*, one and a quarter ounces of tincture of benzoin and two ounces of triple rose water." (Italics are ours.)

The other formulæ are similar but call for the use of a pint of rectified spirits each. Wonderful! We wish Miss May would tell us where to get the pint of rectified spirits. If she will, we personally guarantee to produce in an hour a "delicious liquid" which will put any of her "toilet waters" in the shade. And it won't contain any "tincture of tonquin" either.

A. M. T. A. Asks Cut in Corporation Tax

Strong Argument for Reduction in the Rate by Congress

Attorney General Eases Flexible Tariff Handling

Imports Gain Heavily; Exports Are Lower

WASHINGTON, November 15.—A reduction from 13½ to 10 per cent in the present corporate income tax rate was advocated by W. L. Crounse, who appeared before the House Committee on Ways and Means, November 2, on behalf of the American Manufacturers of Toilet Articles. In support of the request for a reduction in the corporation tax Mr. Crounse presented to the committee the following resolution adopted by the Executive Committee of the association at a special meeting held at the Hotel Biltmore, New York City, October 13:

Whereas, a substantial surplus is now accumulating in the Treasury in excess of the needs of the Government which will make it practicable for Congress to reduce taxation at the coming session; therefore be it

Resolved, that the American Manufacturers of Toilet Articles strongly urges upon Congress the desirability of reducing the corporation income tax rate from 13½ to 10 per cent, believing that such reduction will afford the industries of the country relief from an excessive burden and will promote industrial activity without unduly curtailing the Federal revenues.

Industry Has Borne Tremendous Burden

Mr. Crounse also offered this argument:

"It is respectfully submitted that in addition to the general considerations presented to you by other interests which render it equitable and wise that the corporation income tax should be reduced, which considerations are fully indorsed by the American Manufacturers of Toilet Articles there are special reasons because of the peculiar conditions surrounding our industry why the present rate should be cut to as low a figure as the absolute necessities of the Government will permit.

"The industry engaged in the manufacture of toilet goods has borne a tremendous burden ever since the United States entered the war and has not yet wholly recovered therefrom. In addition to all the taxes, including the corporation tax, levied upon industries at large, we have been obliged to pay a special stamp tax on our products, a 100 per cent increase in the internal revenue tax on alcohol, our most important raw material, higher costs of the principal ingredients of our products, very substantial expenses incident to the observance of the prohibition law and the regulations thereunder, and in addition we have been obliged to meet the strongest competition from foreign producers with which we have ever been faced.

"At the time the United States entered the war the tax on alcohol, a necessary raw material entering into the most important of our products, was doubled and a large part of the increase we were compelled to absorb because of our inability to pass it on to the consumer. It is now nine years since the Armistice was signed but our industry is still carrying one-half the war-time increase in the alcohol tax.

"The war-time stamp tax on our products was exceedingly burdensome and as in the case of the alcohol tax we were obliged to absorb a large part thereof.

"The effect of the World War was to increase the cost of many of our raw materials to unprecedented levels and in this regard it is believed our industry suffered more than almost any other. Being dependent largely upon imported raw materials only obtainable in certain regions of the world and through certain channels, and able to rely but little upon domestic products, we were compelled for years to meet steadily rising prices of essential ingredients, prices so high as to make it difficult, if not impossible, for the industry to recoup itself from the consumer.

"We doubt if any industry is obliged to meet so keen foreign competition as that which faces ourselves. The vogue of toilet articles of French origin has always been very strong and the foreign label has been most effectively used by our principal competitors.

"It is probable that the toilet goods industry is obliged to spend a larger proportion of its gross income for advertising purposes than any other industry. This condition has been characteristic of our trade since its inception and the sharp competition from foreign competitors which we have been obliged to meet has but served to emphasize the necessity for the expenditure of money on a more liberal scale for bringing our wares to the attention of the buying public.

"The present high corporation income tax not only reduces profits but it limits the appropriation that could be spent for advertising purposes and therefore interferes with the building up of increased volume. This is unfortunate for the Government as well as for ourselves as it is obvious the more money we are able to spend for advertising the greater will be the volume of our output and therefore the larger the direct taxes we pay to the Government in the way of internal revenue charges on alcohol and tariff rates on imported materials, not to mention income taxes of those receiving dividends from our industry.

"The imposition of the corporation income tax bears more heavily on industries which like our own are of moderate capitalization in most of which the stock ownership is closely controlled, since the corporation profits and the personal income taxes combined make virtually double taxation. These smaller corporations labor under a distinct disadvantage as compared with businesses owned by individuals or partners. The great corporations with vast capitalization are not called upon to compete with enterprises conducted by individuals or partnerships.

"The nature of our business is such that we are obliged at short intervals to take heavy losses owing to changing types of goods in packages and unexpected variations in the public demand for certain products. No other industry, we believe, is subjected to such vicissitudes.

"Of no industry can it be more truly said that the prosperity of the producer is dependent upon reasonable rates of taxation than of ours. To cover our expenses and to pay 13½ per cent of our profits to the Government requires unusually good management if anything is to be left over for the stockholders, and it goes without saying that a

10 per cent tax on a million dollars' profit made by the industry is much better for the Government and very much better for the industry than a 13½ per cent tax on a half million dollars' profit. Our individual sales are comparatively small; that is to say, our units are retailed at very small prices while our expenses are proportionately very large.

"In conclusion we do not hesitate to say that even though the Treasury is able to spare a considerable part of the corporate income tax now collected, a reduction from the present rate of 13½ per cent to 10 per cent would be quite likely, so far as our industry is concerned, to result in an increase rather than in a cut in the total collections from this source. In other words, we believe that the present rate of 13½ per cent in the corporate income tax in our industry is above the revenue point and should be reduced in the interest of the Federal Treasury as well as in that of the great trade in which we are engaged."

Court Refuses to Advance Flexible Tariff Case

Pending a decision by the U. S. Supreme Court on the constitutionality of Section 315, the flexible tariff provision of the Tariff Act of 1922, the problems presented by its administration have been approached from several angles during the past month. Incidentally the Supreme Court had denied a motion to advance on its calendar the test case brought by J. W. Hampton, Jr. & Company and consequently the case will not be heard until next Spring.

The Tariff Commission has obtained from Attorney General Sargent an opinion on the law which is expected to expedite materially its handling of flexible tariff cases. The Attorney General held that where practicable, the Commission may use invoice prices as reasonable evidence of the production costs of imported merchandise. This construction of the law removes the necessity for sending investigators abroad to determine foreign costs and eliminates the principal objection of foreign governments and foreign producers to the Tariff Commission's procedure.

Amendment of Section 315 was proposed by E. W. Camp, Commissioner of Customs, during recent hearings on revision of tariff administration before a subcommittee of the House Ways and Means Committee. Commissioner Camp recommended that foreign production cost should be abandoned as a basis of comparison for determining whether changes in import duties are warranted. He proposed instead a "U. S. value," similar to that provided for in Section 402, for imported merchandise, constructed by taking the selling price of the most nearly comparable domestic product, with proper allowance for profit, duty, transportation expenses and other factors. Commissioner Camp explained that such a method would obviate any necessity for obtaining actual foreign costs and he advocated repeal of the present statutory provision.

The importance of efficient administration of the tariff law generally was stressed at the hearings by several witnesses, including A. Cressy Morrison, of New York City, representing the Synthetic Organic Chemical Manufacturers' Association and the National Association of Manufacturers.

Import trade in toiletries was more than 50 per cent larger in dollar volume in September than in the preceding month and 80 per cent greater than in September, 1926. The sudden inrush of imported goods may be due to apprehension felt by the trade that the tariff controversy with France might result in a practical embargo on French products.

Imports during September had an aggregate value of \$926,737 against \$589,295 in July and \$508,016 in the corre-

sponding month of last year. Importations of toilet soaps were very much larger, totaling \$48,269 as compared to \$34,269 a year ago. Imports of castile and other soaps were smaller in quantity but held up in value, totaling \$16,470 and \$12,009 respectively.

There was an increase of \$92,760 in imports of perfumery, Bay rum and toilet waters to \$321,545 from \$228,785 in September last year. An even greater proportionate increase occurred in imports of perfume materials. Free materials brought in during the month had a value of \$135,743, against imports in September, 1926, of \$53,937. Imports of dutiable materials totaled \$298,310 as compared to \$118,258. Imports of cosmetics, powders and creams doubled in value, totaling \$94,391, as compared to \$45,229 a year ago.

Imports 27 Per Cent Ahead of 1926

Imports of soaps and toilet preparations as a group to date this year now lead 1926 by a margin of 27 per cent. Imports during the first nine months of 1927 had an aggregate value of \$5,976,571 against \$4,669,331 in the corresponding period of last year.

Exports of soaps and toilet preparations with an aggregate value of \$1,400,438 were generally smaller in September than in September, 1926, when the total was \$1,573,346. Export shipments of laundry soaps dropped to \$315,554 from \$428,615; toilet and fancy brands to \$241,757 from \$283,509; and other soaps to \$80,012 from \$100,033.

Exports of perfumery and toilet waters remained fairly steady in September with a value of \$42,325 as compared to \$43,367 in August last year. In talcum and other toilet powders there was a very slight decrease to \$149,340 from \$154,142. The decline in exports of creams, rouges and cosmetics was very sharp, total imports for the month having a value of \$137,964 as compared to \$182,812 in September last year.

Shipments of dental creams increased to \$270,686 from \$250,318 a year ago and other dentifrices to \$46,792 from \$30,177. September exports of other toilet preparations, not enumerated in the customs record, had a value of \$116,508, as compared to \$100,373 in September, 1926.

Exports Slightly Behind 1926 Figures

Exports of soap and toilet preparations in the aggregate so far this year lag slightly behind 1926 trade with a value of \$12,684,421 for the nine months ended with September as compared to \$12,719,183 in the September last year.

September exports of peppermint oil amounted to 23,831 pounds, valued at \$83,714, as compared to 8,104 pounds, valued at \$71,438 in September, 1926. Exports of other essential and distilled oils declined in quantity but increased in value, totaling 219,490 pounds valued at \$105,163, as compared to 276,112 pounds, valued at \$96,918 a year ago.

Exports of peppermint oil during the first nine months of the year amounted to 139,068 pounds, valued at \$586,146, against 25,966 pounds, valued at \$309,324 in the comparable period of last year. Exports of other essential and distilled oils for the same period of 1927 and 1926 totaled 2,620,223 pounds, valued at \$964,638 and \$2,113,200 pounds, valued at \$833,124, respectively.

October imports of synthetic aromatic chemicals amounted to 14,162 pounds, with an invoice value of \$23,408, as compared to September imports of 13,525 pounds, valued at \$16,103. The October imports were the largest for any month to date this year in point of value, but were exceeded in volume last May, when the amount imported totaled 19,820 pounds, with a value of \$22,827.

Alcohol Production Curtailment Adopted

Advisory Council Agrees to Dr. Doran's Proposition

Bureau Shelves Proposed Permit Bond Forms

New York Diversion Plot Exposed

WASHINGTON, D. C., November 15—Estimating alcohol requirements for 1928 at 85,000,000 gallons, the Industrial Alcohol Advisory Council agreed at a conference November 4 that production should be limited to that amount and Dr. J. M. Doran, Commissioner of Prohibition, acting with the approval of Andrew W. Mellon, Secretary of the Treasury, will assign maximum quotas to the industrial alcohol plants. Each plant will produce the same percentage of the total as at present. This year's production is about 95,000,000 gallons and the curtailment of 10,000,000 gallons, according to Dr. Doran, will be a great help in preventing the illegal diversion of alcohol.

Dr. Doran announced following the conference that the agreement will tend to stabilize the industry by limiting production to the actual needs of legitimate users but that curtailment will not involve any increase in prices to consumers or restriction in the amount of alcohol that may be used.

"In fact," said Dr. Doran, "it seemed to be the opinion of producers that prices may decline a little in the next few months. Alcohol prices will continue to depend on the Cuban molasses market. Representatives of consumers are in the majority on the council, and if consumers feel that production is too much curtailed they can easily secure a revision of the allotments."

The question of the Government's authority to curtail alcohol production did not come up in the conference. According to Dr. Doran there was no need to discuss this, as the action of the producers is entirely voluntary. He stated that the entire council agreed to the plan without opposition.

As the conference November 4 was the first occasion on which the members of the advisory council named by Commissioner Doran had met together, the following officers were elected:

Chairman, Dr. Martin H. Itner, Jersey City, chairman of the Industrial Alcohol Committee of the American Chemical Society; vice chairman, R. R. Brown, New York, president of the U. S. Industrial Alcohol Company; secretary, Dr. Harrison E. Howe, Washington, D. C., editor of the *Journal of Industrial and Engineering Chemistry*.

The meeting of the council was attended by the officers named and by H. S. Chatfield, New York, chairman of the industrial alcohol committee of the National Paint, Oil & Varnish Association; A. Homer Smith, Baltimore, Sharp & Dohme; Frank A. Blair, New York, Household Products Company and president of the Proprietary Association; Samuel C. Henry, Chicago, secretary of the National Association of Retail Druggists; Frank J. Noonan, Boston, Noonan & Sons; George F. Dieterle, president, Federal Products Co., Cincinnati, and president of the Industrial Alcohol Manufacturers' Association; C. Mahlon Kline, Philadelphia, Smith, Kline & French Company; Fred S. Rogers, Middletown, N. Y., former president of the Flavoring Extract Manufacturers' Association.

Charles L. Reese, of E. I. du Pont de Nemours & Co., Wilmington, is the only member of the council who was not present at the meeting. He is now on a business trip in Europe.

Alcohol Tax Reduction Plea Postponed

No plea for a further reduction in the alcohol tax was presented to the Ways and Means Committee during the recent hearings on tax revision. Leaders in the alcohol-using trades felt that they could not argue in support of this proposition in the face of the reduction of 55 cents which becomes effective January 1 next, under the terms of the present revenue act, and finally brings the tax down to \$1.10 per proof gallon, the rate in effect prior to the imposition of the war tax rate of \$2.20. It was believed that the Ways and Means Committee would not have entertained a proposal for cutting the tax below \$1.10 and that pressing such a proposal at this time would have reacted unfavorably against presenting it when revenue legislation again is under consideration.

Old Form of Permit Bonds Retained

No changes will be made in the forms of bonds used by permit holders under Regulations 2 and 3 of the Bureau of Prohibition. New forms had been drafted by the Bureau, but representatives of the alcohol using trades and the bonding companies in conference with J. J. Britt, chief of the legal division of the Bureau, urged that the old forms should be retained as the revisions proposed had little significance. Dr. J. M. Doran, Commissioner of Prohibition, was called in and decided, when Mr. Britt had explained to him the consensus of opinion of the conference, that the present forms would be continued in use.

47 Indicted in Alcohol Diversion Plot

Two former prohibition agents, the constable of the village of Florida, in Orange County, N. Y., and seven New York City and Newark corporations holding alcohol withdrawal permits are among forty-seven individuals and corporations indicted October 31 by the Federal Grand Jury, in New York City, on charges of conspiracy to violate the National Prohibition act. Dummy sets of books were used to conceal the diversion of alcohol to "washing" plants. The Florida plant was equipped to redistill 5,000 gallons daily.

London Favors Pearl Tints for Finger Nails

(Special Correspondence)

LONDON, November 10.—Finger nails tinted, enameled and polished to match the pearl necklace is among the latest London fashions in cosmetics. A new polish has been produced which gives all the lustre and iridescence of pearls, and may be applied either with a pink tinge to match pink pearls or with the pure crystalline sheen of the oyster pearl. For formal evening wear many women now have their nails dyed with red polish.

The Cost of Selling Goods

A Comparison of Direct Selling with National Advertising

by Leroy Fairman

ACCORDING to the old maxim, "nothing is settled until it is settled right," and it sometimes seems as if nothing was ever settled finally, right or wrong. It would appear to be a fairly well established fact that the earth is round yet, in one of the most enlightened states of the Union there exists a sect of considerable numbers whose creed includes the belief that the earth is flat. The patriarch who heads this society has quite a number of interesting arguments tending to show that the roundness of the earth is an utter fallacy.

In business, pretty nearly everything which some of us regard as proved and settled, is stubbornly denied by others. It is not so long ago that I attended a meeting of salesmen where advertising was discussed and the sense of the gathering was unmistakably to the effect that the one economical and profitable way to sell goods was through personal salesmanship, and that advertising was an economic waste and an over-expensive and unsatisfactory manner in which to dispose of merchandise.

The conclusions drawn by the scholarly authors of a recent book, "Your Money's Worth," are that advertising is a burden on the public; that goods identical with those for which high prices are asked can be duplicated by the consumer in his own kitchen or attic, at a fraction of those prices. Long after every man who reads these lines has gone to his long home, the battle of words concerning advertising will go merrily on. Those who think the question is settled, or on the way to final settlement, are mistaken.

Belief in Advertising

Every advertising man frequently meets manufacturers who do not believe in advertising. Many of these unbelievers are successful men. The superstructure of their businesses was, in most cases, built years ago upon solid foundations, and the methods of those days still serve them well. With no advertising or little advertising, the accumulated prestige and good will of the past carries them forward, or at least holds them safe in a position where business flows their way and profits are still satisfactory.

Such men do not, generally speaking, deny that advertising has its uses—for some people. What they do deny is that it can be profitably applied to their own affairs; and many and interesting are the arguments they put forth in proof of their position. They may admit that advertising has built the fortunes of the competitor who has forged ahead of them, but stoutly affirm that they couldn't use it themselves.

These dissenters rely for business, as a general thing, upon personal salesmanship to the trade, leaving it to the retailer to dispose of the goods as best he may. They have plenty of company. In almost any line you can mention, the brands which are not advertised far outnumber those which are advertised. Consequently, unless other factors, such as a considerable body of public preference established in the past, enter into the equation, every unadvertised brand is in

constant and equal competition with all other unadvertised brands. This doesn't seem to be an especially pleasant situation in which to be placed.



So far as the consumer is concerned, personal salesmanship to the trade has no power to lift a product up above the dead level of competition. And, even assuming that the product has inherent qualities so to lift it out of the ruck, assuming that in the consumer's hands it will prove its superiority and thus make a place for itself in public preference, that does not by any means prove that advertising is not the most direct and economical means of getting it into the hands of the consumer in the first place.

Comparisons of Cost

Let us make some comparisons of cost. It costs from \$5,000 to \$7,000 a year to pay the salary and expenses of a reasonably good salesman. Let us say, then, that a staff of four competent salesmen costs you \$27,000 a year.

If these salesmen made eight calls per day each on the retail trade, they would make a total of 32 calls per day; and on the basis of 290 working days per year they would make 9,280 calls in a year.

If they covered their respective territories four times, calling on each dealer four times, they would reach 2,320 dealers.

And if by making these four calls they could secure 90 per cent distribution—that is, sell 90 out of every 100 dealers they called on—they would sell a total of 2,088 dealers.

If each dealer served 150 families, these 2,088 dealers would have as their customers 312,200 families. If all these dealers were able to sell the product to 25 per cent of all the families they served, they would get it into 78,000 homes. This sounds very much like a good job, and a big one.

The Advertising Angle

We find though, that for the \$27,000 which your four salesmen cost you, it would be possible to buy eight insertions of one-eighth a page in four of the leading women's magazines of America. A six inch advertisement is by no means an insignificant space, and the eight best months in the year makes, in duration, an excellent advertising campaign. With such a campaign you would not be a piker, by any means.

The total circulation of the four magazines mentioned is 6,940,000. Allowing 25 per cent off these figures for duplication, your campaign would reach a net total of 5,250,000 homes. Your eighth-page advertisement would go into each of these homes eight times—a total of 42,000,000 separate and distinct opportunities to sell your goods.

In order to equal the results produced by the direct sales method, as outlined above, your advertising, by making eight calls on these 5,250,000 families, would only have to sell 1½ per cent of them!

If the article had any merit at all, if it met any public need whatever, would it be possible to advertise it eight times in the columns of the most popular, carefully read

women's magazines in America and sell only 1½ per cent of the families reached? It would have to be mighty poor advertising to make such a flop as that.

The estimated results from direct salesmanship are more than liberal. Salesmen who, in making four calls on the retailers in their territories, sold 90 per cent of them, would certainly do a fine job. Retailers who, on an average, sold the goods to 25 per cent of their customers without advertising assistance, would surely have done more than their share. Yet what would be considered as a very poor showing for an advertising campaign would get the product into an equal number of families, and a fair advertising response would bring several times the results per dollar of selling cost.

It might be said that if over 2,000 dealers were induced to stock the product through direct salesmanship, they would be interested in pushing it with their trade and persuading their customers to keep on using it. The answer to that is that the modern retailer is far more willing to push goods which are nationally advertised—for which the manufacturer sends customers to his store—than he is to push goods which are merely put into his store through clever or strenuous selling methods and left for him to dispose of by his own unaided efforts.

It might also be said that a comparison such as is made above applies only to a new product in a virgin territory; that the estimate of results secured would not hold good in the case of sales effort on behalf of an established product in territories where it is well known and enjoys a considerable sale. That is true enough; but as the factors governing the sale, either direct or by advertising, of established products differ so widely, the only way to set up a simple and intelligent comparison is upon the hypothesis that the product is a new one, and that both direct selling and advertising "start from scratch."

There is one other circumstance that must be taken into consideration. The territory covered by salesmen is usually compact and segregated; whereas magazine advertising spreads all over the map. Such being the case, the consumer trade resulting from the efforts of salesmen is confined to the relatively small territory the salesmen cover, unless selling activities extend throughout the length and breadth of the country. Trade thus secured comprises a higher per capita distribution of the goods, more trade for the individual dealer, and a better chance to secure increased business through the word-of-mouth advertising which spreads from consumer to consumer.

All this is true and it means simply that, as national magazine advertising spreads all over the map, it may be used economically only by the advertiser who has secured national distribution, actual or closely approximate. It is not necessary that a product be on sale in every little nook and corner of the country in order to make national advertising profitable, but it is necessary that it be on sale in a large majority of the places where a large majority of the readers of the publications used are located.

When actual or approximate national distribution is obtained, mediums can be selected which actually or approximately cover the entire country. If distribution is thin and sales possibilities small in the rural districts, publications are available which do not extensively circulate outside the large cities and towns. On the contrary, if the product appeals particularly to people who live in the small towns and on the farms, there are publications distributed almost exclusively in the small town field.

There are many salesmen who, if they should read this article, would construe it as an attack upon the value of their work, and an attempt to prove that advertising can take their place. That is not the intention; although it is true that many manufacturers have, by intensive and lavish advertising, created so heavy a consumer demand that their sales forces have been almost entirely eliminated.

These are the exceptions. The average manufacturer needs personal salesmanship to the trade, and can by no means dispense with it. Either through his own salesmen or those of the jobber, he must get through to the retailer and sell him and keep him sold.

The old fashioned salesman considered the retail store as the focus and terminus of selling. When the retailer had been sold, the salesman figured that the job was done. There are still many survivors of this type of salesman. Such men need to learn that the real task is selling the consumer; until that has been done, nothing worth while has been accomplished. Modern business recognizes the fact that the retail store is a distributing warehouse, that it is merely a selling convenience, a halfway house to facilitate the movement of goods from factory to consumer. The retailer consumes no merchandise, he merely passes it along. As time goes on he does more passing than selling, and he grows increasingly unwilling to put time and effort into making sales through argument and persuasion. He makes his money on customers who are sold before they come into the store.

The salesman who recognizes these facts will not be disturbed because the figures show that advertising is a more efficient and less expensive salesman than he is.

Electricity put many thousands of mechanics and laborers out of a job; but think of the many thousands to whom it has given better jobs, at higher pay! Advertising is a force which has, it is true, put many men out of work, but there is still plenty of work for good salesmen because advertising creates such a tremendous amount of business. Advertising, by selling the consumer, makes it possible for the salesman to sell more goods to the retailer in less time and with far less effort. When the retailer knows that the demand is there, ready to consume the goods, he is quite naturally ready and willing to stock the goods. The salesman's job is to help the retailer; to determine, fairly and honestly, just how many dozen of this and gross of that will be required to supply the demand which advertising will create; to advise the retailer as to the best methods of cooperating and coordinating with the advertising, so as to reap the most benefit from it; to help the retailer along the road to better business methods and larger profits.

The wise manufacturer, the wise salesmanager and salesman, does not regard advertising and personal selling as antagonistic, nor assume that either can take the place of the other. He studies ways and means for gearing each into the other in order to get the most out of both, and make each help the other.

Fine Discrimination

"Professor, would it be an insult if I said 'ass' to you?"

"Of course."

"And if I said 'Professor' to an ass, would it be an insult?"

"No."

"Thank you very much, Professor."—*Der Wahre Jakob, Berlin.*

Color Artistry in Cosmetics

by W. A. Poucher, London

Author of

"Perfumes, Cosmetics and Soaps"

COLOR plays a great part in our scheme of things. The hand of the artist is evident whether it be in the choice of the simple decoration and furnishing of a lounge, the arrangement of flowers in a summer garden, or even in the toning or contrasting of shades in a beautiful piece of wearing apparel.

The coloring of cosmetics is equally important and the chemist who is an artist as well, places his hall mark on every beauty product he turns out. For instance, his face powder colors are all bright and yet delicate; his rouges are of just the correct shade to look natural when applied to the cheeks; and even that most criticised of all his goods—his lipsticks—are of such rich shades of red that the lady cannot resist the temptation to buy his make every time she is in need.

The successful blending of colors in these cosmetics is seldom a matter of luck; generally each single finished color has entailed many hours of experiment with numerous shades of a given color. The range of available raw materials is nowadays such a wide one that it is possible to produce, for instance, hundreds of shades of Rachel powder, which are all creamy yellows and yet not two of them need be alike.

Classes of Colors Available

The colors available to the cosmetician may be classified as follows:

1. *Vegetable origin.* Including chlorophyll, alkanet, saffron, gamboge, rhatany, cudbear, red sanders wood, turmeric and burnt sugar.
2. *Pigments.* Including the various red, yellow and brown oxides of iron, vermilion and ultramarine.
3. *Dyestuffs.* Including the auramine, tartrazines, methyl violets, chrysoidines, phenylene browns, and the various halogen derivatives of fluorescein.
4. *Lakes.* Including carmine and the numerous dyes struck on barytes, chalk and other non-poisonous bases.

In choosing a color the chemist must of necessity consider the appearance of the finished article in daylight, under the glare of electric light and in contact with moisture (i. e., perspiration). He must also choose non-poisonous substances, but this presents no difficulty since the dyemakers now prepare numerous dyes containing an infinitesimal quantity only of arsenic or lead, and these particular substances are guaranteed suitable for foodstuffs. In the case of pigments, also, chemistry has advanced to such a degree of efficiency that the arsenic and lead limits in the best zinc and iron oxides are so low as to be almost negligible. There are two possible exceptions here, however, which should be noted. Many makers of theatrical requisites have for years used vermilion in flesh-tinted grease paints and Prussian blue in the blue pencils for shading the eyes. The percentage of color is small, and seeing that it is finely distributed in fats, even when in use on the skin, any question of danger may be disregarded. There would however, seem

to be no reason why both of these pigments should not be replaced by non-poisonous lakes.

Let us now consider some of the more important toiletries in reference to their color artistry.

Colors in Face Powders

Face powders probably take the premier position. The composition of the powder has a direct influence on its final color. For instance, an inorganic powder containing 30 per cent of zinc oxide requires different treatment from another consisting almost entirely of rice starch. Again, the percentage of color is much greater in a powder than in a compact or liquid powder, since moisture intensifies the shade. It is generally better to use a mixture of colors for each shade of finished powder rather than adopt a single color which can be more easily copied.

A separate sifting and mixing machine should be used for blending the colors and diluting them with chalk so that a given quantity is used per hundredweight of powder. This leads to greater uniformity in appearance and lessens the risk of mistakes. It is always best to have a standard color and a sample from each batch should be compared by two persons in both natural and artificial light before packing. This guards against errors through color blindness which, though perhaps uncommon, is by no means rare.

The two most important shades are rachel and naturel. The former should be pinky cream and the latter creamy pink. It is no use relying entirely upon yellow ochre for rachel; it produces a too flat and uninteresting tint. It is altogether desirable to use it as a base and then top it with a small percentage of a pink or orange lake or both. Pink lakes made with one of the acetyl rose rhodamines or safranines are good. Eosines are also used. Orange lakes based upon Orange II are effective. Yellow ochre is widely used because it has such remarkably good covering power and it is also very stable. If the above lakes are not at hand the color may be topped with traces of Venetian red or marigold ochre may be substituted for yellow ochre. Spirit soluble colors may replace the above in their entirety if preferred. A good rachel may be prepared from Brilliant Oil Orange Base plus Eosine (about 9 to 1), dissolved in industrial spirit (1,000). Decant before use.

The vegetable colors must not be ignored, since alcoholic tinctures of turmeric, saffron and gamboge give useful yellow shades of powder. The creamy pink of a natural powder may be obtained by the use of numerous varied colors, and a point which should be noted is the desirability of including traces of a brown color. The average composition is about 50 per cent pink, 45 per cent yellow and 5 per cent brown, which ratios of course depend upon the color intensity of the substances used. Armenian bole, yellow ochre and burnt sienna in these proportions make quite an approved naturel, but many ladies do not like it because the puff gets very



discolored and after repowdering several times traces of perspiration are apt to give a blotchy appearance.

It is really better to use lakes of greater intensity when of course the percentage of color in the powder falls considerably. A good result is obtainable by blending lakes based upon Chrysoidine Y. R. (orange) and Phloxine P. (bright pink). The ratio will vary according to taste, but six of the former to four of the latter may be taken as the starting point in the experiments.

If spirit soluble dyes are preferred, Safranine T. Conc. may be toned down with Eosine Y. S. Colors of vegetable origin do not give such good results. Pink or rose powders are very little used nowadays, but for those who wish to include the color in their series, 3 parts of a 5 per cent solution of Eosine per thousand of powder will yield good results. Mauve powders vary widely in shade from a pinkish blue to a bluish pink. Satisfactory results are obtainable by blending ultramarine with Rhodamine Lake B. Ochre powders are almost invariably rather dark in color. Armenian bole makes an excellent base, which may be improved by orange and pink (traces) lakes. It will have been observed that carmine has been omitted in connection with face powders. This lake, when compared with the Eosine group, gives a somewhat dirty or dull result and on comparison will in all probability be discarded.

Colors Used in Rouges

In the preparation of rouges, carmine comes into its own sphere. A good naturel shade may be based upon carmine 5 per cent, one of the red oxides of iron 10 per cent, and the rest a suitable mixture of starch, talc and zinc oxide. A rouge so prepared will blend with almost any complexion. Many prefer, however, a somewhat browner effect, which may be obtained with either burnt sienna or burnt umber or both (one or two per cent). To bring out the color well, the finished powder should be rubbed through 120 mesh silk twice. Bright pink rouges may be prepared without carmine if desired, eosine, rhodamine or geranium lakes being simply diluted with talc and starch. Very dark purplish rouges may be made by first dissolving carmine in ammonia, warming the solution to eliminate any odor of the latter, and then fixing with osmo kaolin and talc. Paste rouges are merely one or other of the above ground down with a suitable mixture of white petrolatum and japan wax.

Coloring of Lipsticks

A few years ago lipsticks were made almost entirely from carmine, but today a preference is shown for brighter and more vivid colors. The ratio of lake to fat is generally about 20 to 80. The former, made from eosine scarlet, phloxine or rhodamine, are excellent. These lipsticks give a filmy coating of color to the lips, but the newer kinds actually dye the skin. They are prepared by dissolving one of the eosine group of dyestuffs in stearic acid to saturation and then softening down with benzoated lard. The lipstick appears orange or yellow, but on application to the lips it turns pink. When lakes are used in lipsticks they should be well ground down with the melted fats and run through muslin before moulding. Lipsticks are sometimes required which, though red in color, will not stain the lips. The old method was to digest alkanet root in oil, strain and use this infusion. Today it is better and requires less trouble to use Biebrich Scarlet (Oil Red S.) about one per cent.

In the preparation of dentifrices, a preference is shown for the vegetable colors and tinctures of rhatany, sanders wood or cochineal are much used.

The tinting of bath crystals is no easy matter. Spirit soluble dyes are the best and one per cent of resin dissolved in the industrial alcohol fixes the color on the facets of the soda crystals. Good yellows are obtainable with Auramine base; browns with Bismarck brown base; reds with Safranine base; lavenders with Fast Oil Violet B. If the perfume is also dissolved in the dye solution the crystals may be bottled as soon as the spirit has evaporated.

Cachous may be tinted with water soluble dyes in very dilute solution, soaps likewise, but more concentrated solutions are desirable.

Brilliantines are usually tinted either golden or green. In the former case oil gold or oil yellow base gives excellent results, it being better to use a given volume of concentrated dye solution. A unique shade is obtained by digesting gamboge with warm liquid paraffin and then decanting the concentrated solution as required. For green brilliantines, chlorophyll is much used, but it requires to be handled carefully if good results are desired. The vegetable extract is well rubbed down in a mortar with the oil and this is stirred into the bulk. On no account should this be bottled until it has stood at least a fortnight, since an unsightly insoluble yellow flocculent precipitate is deposited on standing, and this is better down the drain than in the bottles. Finally, it must be remembered that a delicate color in any cosmetic is always preferable and a steady hand and artistic eye are the keynotes of success.

Census of Distribution of Toiletries

WASHINGTON, D. C., November 10.—The actual dollar volume of wholesale and retail trade in toilet articles and preparations in several cities has been determined by an experimental census taken by the U. S. Census Bureau. This "sampling" census covers the year 1926 and is the first definite step taken to determine the feasibility of a national census of distribution. Ample data is available on production, furnished by the census of manufactures which is taken every two years, but little is known about distribution.

The manufacturer's market lies in the distribution outlets—a census of distribution would tell him where they are. The statistics below on 1926 sales of toilet articles and preparations reveals that the volume of sales, both wholesale and retail, does not depend upon the size of the city's population, or of the area which it serves. The per capita sales vary considerably. When light is thrown upon such factors as these, the advocates of a distribution census assert, it becomes possible to direct advertising and sales campaigns intelligently.

It is expected that the Department of Commerce will recommend to Congress that a national census of distribution shall be taken in conjunction with the census of manufactures in 1930. The experience gained in taking the experimental census in eleven cities this year will enable the Census Bureau to organize the machinery for the national census.

Sales of Toilet Articles and Preparations

City	Population	No. Retail Outlets	Retail Sales	Wholesale Outlets	Wholesale Sales
Baltimore....	792,296	314	\$2,158,200	21	\$3,468,100
Atlanta.....	244,100	130	1,158,600	18	9,731,500
Kans. City....	375,300	257	3,135,200	16	8,347,200
Denver.....	285,400	133	1,304,200	..	".....
Seattle.....	1.....	241	1,891,100	18	2,264,000
Springfield...	64,700	49	324,400	..	".....
Syracuse.....	185,400	71	701,300	9	5,158,800

¹ Estimates of present population constructed by U. S. Census Bureau. No estimate made for Seattle.

² Not reported.

Linalyl Esters in Lavender Oil

Butyrates of Linalool and Linalyl Acetate Contents Determined

by Prof. A. Kaufmann, D.Sc. and F. Kjelsberg, Ph.D.

THE statement, first advanced by Gattefossé in *Parfumerie Moderne*,¹ maintaining that genuine lavender oil ought not to contain any linalyl acetate, has been supported emphatically by the well known perfumery chemist, E. J. Parry,² and also by W. G. Dalton.³ Since then, however, this assertion has been attacked by various chemists as unfounded.⁴ While E. J. Parry, on analyzing the silver-salts made from the acids of lavender oil, obtained silver-contents of 53.4, 57.4 and 61.2 per cent—figures which can be explained only by the presence of valeric and butyric acids in predominant proportions—the French chemists have found that the acids recovered from lavender oil consist of at least 94 per cent of acetic acid, therefore linalyl acetate forms the principal component of the natural oil—as has been proved long since by Bertram and Walbaum. Gattefossé and Parry will surely by now also be convinced of this fact.

The first-named author also says in his otherwise most interesting paper: "Linalyl butyrate is the synthetic product, which best replaces the true ester of lavender," and also Parry believes that the odor of linalyl butyrate most nearly approaches the natural odor of lavender, while linalyl acetate only reminds one of bergamot oil. A natural conclusion from these statements is that both of these chemists had linalyl butyrate and isobutyrate at their disposal for comparison as well as for investigations. Up to now we have been unable to find commercial products which even in a remote way could be said to approximate to pure butyrate or isobutyrate. As far as our knowledge goes, the two bodies have not yet been described in literature. Therefore we considered it to be of great interest to prepare the two compounds and to establish their exact physical constants and chemical properties. We succeeded without special difficulties in obtaining products, which on analysis proved to be about 98 per cent and 95 per cent purity respectively and which showed the following characteristics:

		Linalyl Acetate	Linalyl Butyrate	Linalyl Isobutyrate
Ester contents.....		97 to 98.5%	97.86%	94.49%
Density at 15° C... d ₁₅ ²⁰	15°	0.906 to 0.907	0.8970	0.8926
Specific rotary power 20°	20°	-7.7° to -8.3°	-10.02°	-11.89°
Refractive index at 20°	20°	1.450 to 1.451	1.4518	1.4487

In comparing the constants of these bodies with those of pure linalyl acetate, one is at once struck by their low specific gravity and strong levo-rotation which obviously make them more suitable for the adulteration of lavender oil than any others, the more so since it must be admitted that the odor of these two compounds approaches the odor of the natural oil much more than does linalyl acetate.

On examination of the chemical properties of the two

butyrates, however, it early became evident that they are much more stable than the acetate, and above all that they are much less easily saponified than the latter. As is well known, linalyl acetate can be completely hydrolysed by boiling for 20 minutes with a small excess of half-normal alcoholic potassium hydroxide, a test used to prove the presence of other esters fraudulently added to it (as e. g. terpenyl acetate). This is not the case with the two butyrates. Under the same conditions linalyl butyrate is completely saponified after 4 hours, the isobutyrate only after 7 hours' boiling. The following table clearly indicates the rate of saponification of some esters of linalool adjusted to an ester content of about 50 per cent.

A lavender oil with a relatively high ester content served for comparison. This oil has been distilled by ourselves and there can therefore be no doubt as to its absolute purity and authenticity. Linalool was added as a diluent to the different esters in order to arrive at about the same concentration as in the natural oil. The ester contents are calculated as linalyl acetate and the saponifications were carried out on strictly parallel lines. For all the analyses 2 cc. of substance were weighed out accurately and then saponified with 15 cc. of half-normal alcoholic potassium hydroxide.

Duration of Saponification	20 Min.	120 Min.	240 Min.	420 Min.
Linalyl formate.....	48.3%	48.4%	48.7%	48.8%
Linalyl acetate.....	49.2%	49.3%	49.3%	49.4%
Linalyl butyrate.....	34.4%	47.3%	48.9%	48.9%
Linalyl isobutyrate.....	15.1%	37.5%	44.6%	48.5%
Genuine lavender oil.....	50.6%	51.0%	51.3%	51.7%

Consequently, of the four esters investigated, only the formate and the acetate show the same rate of saponification as the natural ester of lavender oil, or rather the bulk of the natural ester. It is certain, however, that no considerable amount of the formate is present in lavender oil. It has a very high density (above 0.920), while in the course of a careful fractionation of lavender oil, the ester fractions which are obtained give physical data, scarcely exceeding those of linalyl acetate.

These results clearly show that lavender oil undoubtedly cannot contain considerable amounts of linalyl butyrate and still less of linalyl isobutyrate.

In order to estimate the amount of esters in lavender oil which are more resistant to the action of potassium hydroxide than linalyl acetate, we have carried out a great number of analyses on different samples from varied sources and also on mixtures of artificial esters using the method of fractional saponification, which was exactly described some time ago by Schimmel⁵ for bergamot oil. The ester numbers in the first column (that is to say those obtained by saponifying for one hour in a diluted solution) are known to correspond exactly enough to the true linalyl acetate content, while the difference between the numbers of the first and second column indicate a partial content of difficulty saponifiable esters—terpenyl acetate or linalyl

¹ 1926, p. 149 and 170.

² *Parfumerie Moderne*, 1926, p. 316; *P. & E. O. R.*, 1927, p. 8.

³ *P. & E. O. R.*, Oct., 1926, pp. 432-433 and 476-477.

⁴ See A. Chriss, *Parfums de France*, 1926, p. 358; A. Langlois and J. Colby, *P. & E. O. R.*, 1926, p. 520; Dupont-Roure-Bertrand: *Revue des Marques*, 1926, p. 609.

⁵ Gildenmeister and Hoffman III, p. 74.



butyrate—and the one between the second and third column of linalyl isobutyrate, as we have found out.

Very early it was remarked that saponification for one hour gave quite variable results according to the dilution and the absolute excess of potassium hydroxide employed. For instance for a lavender oil of about 52 per cent total ester content, an ester number of 137.54 (48.08%) was recorded on saponification of 2 cc. oil with 10 cc. half normal KOH and 25 cc. of alcohol. With 11 cc. N/2 KOH and the same dilution (25 cc.), the resulting ester number was 142.35 (49.76 per cent.) When only the exact amount of potassium hydroxide, which is theoretically required for the total ester contents (52 per cent), was added, it was found to be only 131.75 (46.06%). Using pure linalyl acetate, it was then ascertained that with an excess of 60 per cent of N/2 KOH in the already mentioned dilution (equal to an excess of 60 per cent of N/7 KOH), all the linalyl acetate is completely saponified in one hour. It is obvious therefore that figures given in the second and the third columns represent minimum values.

Fractional Saponification of Lavender Oils

Column Duration of Saponification KOH N Excess or cc.	I			II			III			Percentage of Linalyl			Total Ester contents per cent
	1 ^h			2 ^h			7 ^h			Acete-	Butyrate	Iso- butyrate	
	N/7 60%	N/2 20 cc.	N/2 20 cc.	N/7 20 cc.	N/2 20 cc.	N/2 20 cc.	Acete-	Butyrate	Iso- butyrate				
Linalyl Butyrate.....	75.9	128.0	128.2	...	51.27	...	51.3						
Linalyl Isobutyrate....	34.7	103.9	127.9	...	51.15	...	51.2						
Lavender Orpierre....	140.6	147.8	147.9	45.7	6.79	0.21	52.7						
Lavender Mont Ven- toux	111.8	113.5	114.7	37.9	...	2.56	40.5						
Lavender Divois....	122.0	125.4	126.0	41.5	1.65	1.28	44.4						
Lavender Montbrun...	145.6	148.2	149.7	49.6	...	3.19	52.8						
Lavender Apt.....	99.0	99.9	100.5	34.1	...	1.28	35.4						
Lavender Piemont...	51.1	51.2	51.2	17.9	17.9						

From the results found for the mixtures of linalyl butyrate or isobutyrate respectively, with linalool, it can be seen to what extent these esters are saponified after one, two or seven hours.

Thus linalyl butyrate is saponified to the following extent:

75.9 128.0

During 1 hour to — = 59.2%, in 2 hours — = 99.8%

128.2 128.2

(saponification practically complete). Correspondingly linalyl isobutyrate gives after the first hour — = 27.1%,

34.7

127.9

103.9

after two hours — = 81.2 per cent and after seven hours

127.9

127.9

— = 100 per cent. Consequently at the end of the sec-

127.9

ond hour only linalyl isobutyrate is not completely saponified, and the proportion for the lapse of time between two and seven hours is $100 - 81.2 = 18.8$ per cent of the total contents of isobutyrate. The calculations of the butyrate and isobutyrate contents can be based on these difference-numbers, and in this way the contents of the different esters in lavender oil, as indicated in the table have been determined.

It may well be pointed out here that according to this method of determination the linalyl butyrate content of many commercial oils was really insignificant—0.2 to 1 per cent and in the Italian oil—nil, and further that amounts higher than 1 per cent of butyrate cannot escape estimation owing to the great resistance to saponification. On the other hand, an oil we distilled at La Plaine, mentioned as "Montbrun"

in the table, was characterized by a relatively high proportion of linalyl isobutyrate, and an oil from the region of Orpierre which, by the way, characterized itself from all the other oils of the series by its distinctive odor, showed even a greater content of linalyl butyrate.

From our analyses the conclusion can be drawn that natural lavender oil may well contain linalyl butyrate and isobutyrate, but also that in any case they form the smallest part of the total ester contents: Bertram and Walbaum have already pointed out the presence of linalyl butyrate in their classical research on lavender oil (*Jour.pr.Ch.* (2) 45,590), but they ascertained the nature of the acid only by means of the analysis of the silver salt.

Equally also our analyses are no direct evidence since this can only be obtained by isolation of the butyric acids and their esters in a free, pure state. Considering the relatively small amounts of them present in the natural oil, it seems possible that the butyric acids occur combined with other alcohols than linalool, e. g. geraniol.

Larger quantities of the two butyrates cannot be expected to occur in normal oils, though it is not excluded that under special climatic conditions and by producing the oil according to the old-fashioned distillation methods, the proportion of the butyrates as compared with the linalyl acetate may be higher. We have found that the ester content of a linalyl acetate of 98 per cent is reduced to 93 per cent by distillation with steam, while linalyl butyrate remains unchanged by the same treatment, though it required about three times as much steam as linalyl acetate.

The investigations of Schimmel, which were fundamental for the whole distilling district, have shown that the highest yields of oil and at the same time the highest ester contents are obtained when lavender flowers in an entirely fresh condition are distilled as rapidly as possible with steam. Consequently the peasants gave up the old distillation method which lasts for several hours in favor of the rapid steam distillation process, which is finished in about 20 to 30 minutes. This change of method was furthermore encouraged by the custom of marketing the oil on the basis of its ester contents. It frequently has been pointed out, and is a fact of which everyone in the lavender districts is aware, that the finest-smelling oils are not always those which are richest in ester though no plausible reason for this can be advanced. This fact as well as the often expressed opinion that modern lavender oil is not equal in quality to that obtained a long time ago, becomes more readily comprehensible if one considers (1) that with the method of distillation now in use, the content of linalyl acetate is increased at the cost of linalool (less of the first-named being hydrolysed) and that therefore the proportion of linalyl acetate to the butyrates is increased, and (2) that more difficult volatile compounds, valuable for the odor and chiefly for fixation, are not recovered at all or in smaller amounts by the rapid distillation procedure.

The world's demand for lavender oil has increased during the past 25 years to such an extent that a return to distillation in small scale plants is quite out of the question. On the other hand, it is evident that the addition of linalyl isobutyrate to lavender oil, will tend to strengthen its fragrance, intensity, and lasting power.

It has always been remarked that the odor of lavender oil does not in the least correspond to that of the lavender flowers. This was the reason for the efforts to obtain the real odor of lavender by extraction of the plants with sol-

(Continued on Page 512)

The Practical Side of Packaging

Continuation of the Article on Methods and Machines

by F. C. Chase

E. R. Squibb & Sons

A SECOND type of solids is represented by material such as sugar. That is, a free flowing sandy product. This type is the easiest and cleanest type to handle provided it is not susceptible to atmospheric changes which have a tendency to make the material stick and lumpy.

If great accuracy is not required such material can be filled on a machine which employs only gravity of the material itself for motive power. Such a machine operates as follows:

A supply hopper is fitted at the bottom with an adjustable damper which allows a stream of the material to slide out of the hopper at a rate in proportion to the width of the adjustable damper slot. The material falls in a well defined stream into a secondary hopper having a deflector centered in the middle of this hopper and leading to either side of the hopper. As the material piles up on the deflector a point is reached where the weight balances an arbitrary counter-weight on a scale beam. This weight causes the secondary hopper to drop slightly releasing a trip so that the contents dump through the bottom of the hopper into the container. The energy developed by the falling powder starts the deflector swinging up toward the other half of the hopper. As the material dumps the hopper rises to its original position where the trip locks on the opposite side and the hopper remains stationary until another quantity of material has been weighed. Such a scale is of course a net weigher, but its accuracy is not much if any greater than a good gross weight scale when taking into consideration the variations in the container weights. The material does not flow by gravity with absolute uniformity and the friction of both machine and air causes variation. Such machines are admirable for small production, short runs, or for cleaning, on account of their simplicity and ease of adjustment. There is so little to them mechanically that one can be purchased for less than two hundred dollars. They are not automatic of course; the operator being required to place a can under the spout to receive the material.

The capacity of such a machine will run as high as fifteen thousand packages per eight hour day with a good operator where the material is very sandy and free flowing. It will not work well on material which has too great variation in particle size due to the lack of uniform flow through the hopper slot. It is necessary to correct for material in the air, by which is meant the material which has not yet reached the secondary hopper when the machine trips. The material in the air will vary of course according to rate of flow through the hopper slot. Such a machine will not work on any material which gums or is hygroscopic for obvious reasons. It will not work on powder since few powders flow readily enough and the fall of the powder would throw dust all around.

A better type of net weight scale is one which is motor driven so that positive feed of material is obtained throughout the operation of the machine. These are usually built

with hoppers having auger or vane feed of material from a hopper onto a scale pan which has its counter balances and beam. When the material has been fed onto the scale pan to the correct net weight the positive feed is automatically stopped and the scale pan automatically dumped through a secondary hopper into the container. With this positive feed there is less variation due to the material in the air; furthermore products which are not as free flowing as sand or sugar, for instance, can be filled readily since we are not relying on the sliding of the material for feeding the scale pan. These positive net weight scales are built for thirty per minute machines and double units for sixty per minute. They represent the greatest accuracy on solid filling. It is possible, for instance, to fill within a thirty-second of an ounce above and below on quarter and half pound packages. While this accuracy presupposes keeping the machine in the best of condition and also assumes a reasonably uniform material so far as particle size and consistency is concerned, it is very easy to obtain an accuracy of one sixteenth of an ounce below or above. On expensive articles like tea and coffee the purchase of an accurate machine will soon pay for itself.

These machines are built both as straight line and as rotary machines. There is not a great deal to choose between the two from this standpoint alone since extremely high speeds are not as a rule met with on solid filling.

Still another type of filling machine for solids, particularly of a free flowing nature, is based on the measuring principle. The material is swept into a cup or cylinder by means of a swinging arm attached on one end to the supply hopper and on the other end to a table level with the top of the cylinder. As the arm swings over the cylinder, the latter is filled up. The arm swings out of place onto the solid table, and the contents of the cylinder deposited into the container by swinging away the bottom of the cup or cylinder. The motions are all automatic and such a machine has a capacity of twenty-five to thirty-five per minute, depending on the nature of the material and the size of the container. It is an adaptation of the single punch tablet machinery. On some classes of material it is quite satisfactory although its accuracy is not usually as great as that of weighing machines.

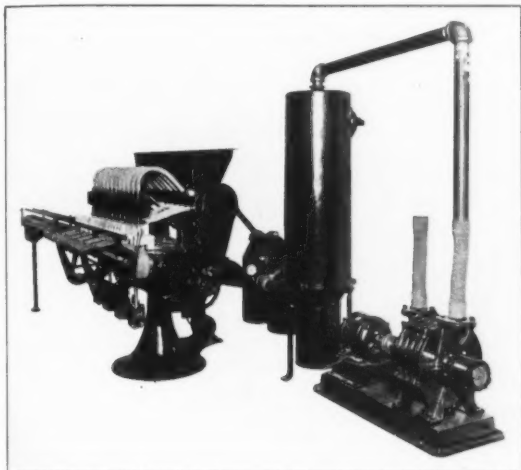
Vacuum Principle Growing in Use

One of the newest types of machines and one which is bound to come into considerable use is built on the principle of vacuum filling. You will remember that in liquid filling some machines filled by drawing the air out of the container which created sufficient vacuum to pull the liquid into it, the surplus passing out along with the surplus air. The same principle is applied to filling solids. Its chief advantage lies in the lack of dust, since the container fits tight against a gasket and the surplus powder is carried back to the hopper through a dust filter connected between the hopper and the vacuum pump. These machines are gang fillers,



taking either six or twelve containers at a time. Their limitations are naturally containers which can be brought up against a rigid gasket for making the system tight. Thin cardboard containers or paper containers may give trouble. The capacity of these machines will run from about twenty-four to seventy-two containers per minute, depending on the size of the container, the character of the material and the size of the machine.

When considering a package to be filled with a powder, it is well to design it not only from the artistic or merchandising standpoint, but also from the angle of practicability. Many packages have been put on the market which



INDUCTION TYPE FILLER, WITH DUST CONTROL

give trouble in filling when a slightly different design would have lowered production costs without detracting from its salability. Some cans are so shaped that it is difficult to deposit powder into them on account of shape or size of opening. Others give trouble because they do not stand up readily, which often makes it impossible for them to be carried through the machine at maximum machine speed. It is not a bad idea to consult various manufacturers about your container in case the package is not yet on the market or would permit a change. Some of the machinery manufacturers are in a position to render, and have rendered, valuable service along these lines.

The variety of packages for holding solids is tremendous. Before deciding on your new package talk over the various types, such as cans, bottles, canisters, cartons and boxes. It is very often unwise to change after a big business has been built up, because the public is skeptical and views a new container as indicative of a change in quality of contents. It is preferable to give a great deal of thought to this before the business has become too big, or better, before the new package has been merchandised. The various types of containers will be discussed in some detail later on. They are mentioned here, however, since they play an important part in powder filling, labor and overhead costs.

Devices for Closing Containers

The mechanical devices for closing powder containers of one kind or another cannot be discussed as a subject in itself, since the variety of closures is so extensive. However, in connection with powder filling machinery, it should

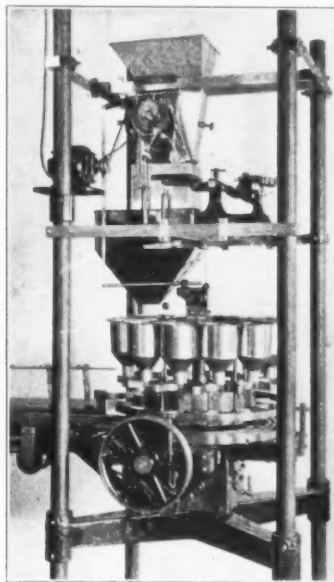
be considered before an order is placed. Some of the machines are so constructed that the closing or capping devices can be built into them without great expense. For instance on talcum and some spice cans, a few hundred dollars more will give you a complete machine for both filling and capping.

Full Automatic Cappers

Full automatic cappers with hopper feed are now available requiring no operator. Other automatic cappers require one operator who lays the caps on the can or on a belt which takes them into the machine which in turn applies them to the container. In any event consideration to capping devices should be given when a powder filling machine is purchased as they are often built as a single unit.

Some materials of hygroscopic or moisture absorbing properties are handled with difficulty on any type of machine unless moist air is kept away from the powder and the machine. This can best be done by building a filling room which can be supplied with dry air.

It is possible to purchase for a few thousand dollars automatically controlled air conditioning units or dehumidifiers which deliver air of the proper humidity to the filling room. Be sure to describe very carefully the nature of



ROTARY NET WEIGHT SCALE, FOR FREE FLOWING SOLIDS

your product in this respect before obtaining a quotation on a filling machine. Some products which are only slightly hygroscopic can be filled on certain types of filling machine without air conditioning. If this characteristic of the powder is not known by the machinery builder he may put in, in perfectly good faith, a wholly unsuitable machine for this purpose.

(To be continued)

Note:—Illustrations used in Mr. Chase's series on packaging are designed to show general types of machinery. The possible purchaser should investigate the various makes of each type before making installations.

The Franco-German Accord in Perfumery

*How the Recent Chemical Agreement Affects
The Products in Which Our Trades
Are Interested*

THE effect of the recent Franco-German tariff accord on the perfume and toilet preparations industry has been the subject of some little speculation on the part of manufacturers on this side of the Atlantic. The details of the agreement as it affects perfumes, toilet preparations and raw materials for their manufacture are now available. They constitute the basis upon which this country would have to negotiate in order to arrive at a

similar favorable agreement. This under our present system is, of course, impossible. The following is a description of the agreement as it affects the toilet preparations industry.

The French government has been authorized by the law of July 27, 1927, to change the customs tariff in order to bring about the conclusion of the Franco-German agreement.

A decree of August 30 modified the duties to be collected in connection with a certain number of goods. This new

LIST A	
Number of the French Tariff	Name of the Products
101	Amomum and cardamom.
106	Cloves.
107	Vanilla.
0230	Citric acid: Liquid (natural lemon juice). In crystals.
297	Carmines.
Ex. 0196	Glycerine crude (see list B).
Ex. 359	Bottles, vials, etc., of a capacity of ½ liter and more (see list B).

LIST B
(Note: The duties mentioned below are net and not subject to the co-efficient or to increase)

No. of the New Tariff	Name of the Goods	Unit on Which the Duty Is Assessed	Duty
112	All other volatile oils or essential oils (with the exclusion of volatile oils and essential oils of rose, rose geranium, ylang-ylang, lemon, bergamote, orange or mandarine).....	100 kilo.	200 frs.
	Detarped, volatile and essential oils.....	Ad valorem	20%
	Menthol.....		15%
	Thymol.....		15%
	Resinoids, eugenol, safrol, isosafrol and turpene hydrocarbons.....		15%
	Artificial perfumes, pure or mixed with natural products, alcoholic solutions or natural essential oils.....		\$22.50%
	Vanilline and its derivatives or substitutes.....		\$22.50%
0194	Methyl alcohol (methylene). Rectified.....		120 frs.
0195	Pure with less than 1% acetone.....		140 frs.
0196	Distilled glycerine.....		100 frs.
0200	Acetone.....		100 frs.
0202	Amyl acetate (ex. 0381).....	Per kilo.	3.50 frs.
0256	Chloride of Benzyl.....	100 kilo.	200 frs.
0265	Betanaphthol.....	Per kilo.	2.90 frs.
	Alphanaphthol.....		6 frs.
0286	Benzoic acid.....		7.50 frs.
0293	Ethyl salicylate.....		5 frs.
	Methyl salicylate.....		6 frs.
0292	Salicylates not otherwise specified.....		6 frs.
0295	Benzoates not otherwise specified.....		7.50 frs.
0324	Benzaldehyde or benzoic aldehyde.....		5 frs.
0364	Filicarpine and its salts.....	Ad valorem	20%
0381	Synthetic organic chemical products not otherwise specified (with the exception of hydrosulphites of soda and hydrosulphites formaldehydes, subject to the general tariff).....		25%
	Chemical products not otherwise specified (with the exception of hydrosulphites of soda and hydrosulphites formaldehydes subject to the general tariff).....		20%
307	Pulverized talcum.....	100 kilo.	2.50 frs.
359	Bottles, vials (see list A) of a capacity of: 1½ deciliters to 1 demiliter, exclusively.....		38 frs.
	2 centiliters including 1½ deciliters exclusively.....		50 frs.
	Less than 2 centiliters.....		125 frs.

¹Including the weights of the inside containers for the shipments in small containers, such as bottles, tubes, boxes, etc., of a content of 30 centiliters and less.

²Not including the excise tax.

³The bottles and vials, cut-glass, engraved or decorated are taxed as other glass vessels (18% ad valorem) (Art. 350).

LIST E		Duties to be Collected Per Metric Quintal (100 Kilos), Reichsmarks
No. of the German Tariff	Name of the Product	
353	Volatile oils extracted from citrous fruits (orange oil, lemon oil, bergamot oil, mandarine oil, etc.),	20
355	Fats, ointments and pomades, perfumed, weighing together with their direct packing less than 5 kilos. . .	80
356	Perfumes containing ether or vinyl alcohol (perfumeries) and toilet products (cosmetics destined for instance for the dyeing of the hair, for the embellishment of the skin or for other similar purposes); lotions for the head, the mouth or the teeth, containing ether or vinyl alcohol; extracts (dyeing essences) and toilet waters containing ether or vinyl alcohol; perfumed vinegar; all these in containers of not more than 1 liter.	300
357	Perfumed waters not containing ether or alcohol: In containers weighing with their direct packing— At least 5 kilos. Less than 5 kilos.	30 150
358	Toilet powders, face paints, perfumed dental powders, dental soap, perfumed paper for fumigation, rouge papers and all perfumeries and all cosmetics not otherwise specified in the general tariff (perfumery and cosmetics).	120
256	Hard soap for direct use (pressed or moulded): Carton containers Others	35 40

tariff comprises a general tariff and a minimum tariff, the former being four times as high as the latter.

The products of interest to the perfumery line are set forth in list B of the Franco-German agreement, details of which are set forth in column one, together with the minimum tariff rates. The general list consists of four times the duties of list B.

This agreement establishes the system of exchanges between the two countries and at the same time contains regulations with regard to railway relations, navigation, consulates, etc. It terminates the provisional regimes, and stipulates the duties to which the products exchanged between the two countries shall be definitely subjected. These products are classified in accordance with the regime to which they are submitted in six different lists under the headings A, B, C, D, E, F.

List A comprises the German products which enter France on basis of the present minimum tariff, including all surtaxes, a coefficient of increase (i. e., not modified by the decree of August 30).

List B, which is most important, comprises the products which are admitted upon their entrance into France to the advantages of the minimum tariff, as newly modified.

List C, which contains no perfumery products, comprises the articles subject to an intermediary tariff; i. e., a tariff between the general tariff and the minimum tariff. It is

(Continued on Page 512)



Official Report of Flavoring Extract Manufacturers' Association

Since the publication of the October report of the transactions of the Flavoring Extract Manufacturers' Association of the United States the activities of D. T. Gunning, the president; Thomas J. Hickey, executive secretary and attorney, and the other officers and committeemen have continued with unabated interest.

The following circulars have been sent to members:

No. 256. This is a review of the provisions of Regulations No. 2 (being a revision of Regulations No. 60), and goes into details affecting this industry.

No. 257 announces the appointment by Commissioner Doran of Fred S. Rogers, of Middletown, N. Y., to represent the F. E. M. A. on the Alcohol Advisory Council. Mr. Rogers formerly was the association's president.

No. 258. Reviews Regulations No. 3 on Industrial and Denatured Alcohol, effective October 1. The circular gives detailed information of interest to members.

No. 259. All permits, including H permits, must be renewed in 1927 in the Seventh Judicial District, which comprises Illinois, Indiana and most of Wisconsin.

No. 260. Manufacturers' Permit Number Not Required on Private Labels. It contains, among other statements, the following from Commissioner Doran: "Present commercial practice in labeling will be satisfactory pending further instructions." The circular states that Dr. Doran, in response to numerous protests, took this action, which suspends the operation of the commercial labeling feature of Regulations 2 and 3.

No. 261. This circular announces the news that no changes will be made in the form of permit bonds.

The association has issued a new list, revised October 1, 1927, of the active and associate members, officers and members of the special and standing committees.

Trade Board Case on Liquid Flavors

N. Shure Co., of Chicago, has filed answer to complaint of the Federal Trade Commission which alleges that the labels on its powders and liquid flavors, such as "Raspberry," "Grape," "Cherry," etc. are misleading as its products do not contain the fruit or juice of the fruit. The company stated in its answer to the complaint that it does not desire to put anything on the market that in any way tends to create a misrepresentation. The respondent stated that it is perfectly willing and understands that Chicago Orangeade Company, the manufacturer of the products sold by N. Shure Company, is likewise glad to make any changes that may be suggested. The respondent advised the Commission that it is plainly stated in its catalogue that these drinks are an artificial flavored product composed of a citrus base, flavored with true Italian flavors and artificially colored.

Soda Water Flavor Manufacturers Hold Annual Convention

The National Association of Manufacturers of Soda Water Flavors held its annual convention at the Roosevelt Hotel, New Orleans, November 15. W. H. Gast, of Theonett & Co., Chicago, was elected president. H. E. Harrison, treasurer, and Thomas J. Hickey, attorney and secretary, were again elected to those posts. A more complete report will appear next month.

A. O. A. C. 1927 Report on Flavors

*By R. O. Brooks, Consulting Food Chemist, N. Y. City
(formerly State Chemist N. J. and Pa.)*

In the 1926 Proceedings of the Association of Official Agricultural Chemists, a tentative method for estimating lemon oil, orange oil and oil of limes, dissolved in vegetable and mineral oil menstruums, was adopted. The method utilizes the polarization values of these three essential oils (lemon, orange and lime) and include correction factors for the effect of the menstruum oil; thus for mineral oil a correction of 5.5° Ventzke is necessary before dividing the polariscope reading by the factor for the essential oil, which, incidentally, varies for the kind of menstruum oil.

It was thought desirable to check up, with new samples the 1926 work of the investigator (J. B. Wilson) and the data in the 1927 report of A. O. A. C. proceedings show that the proposed factors are reliable and the adoption of the method as a tentative official method is warranted. The vegetable oils used as menstruums were corn oil, cottonseed oil and peanut oil.

It was also recommended that the steam distillation method of estimating essential oils in non-alcoholic flavors be further tried out.

The only other subject reported under "Flavors" this year was a study of the effect of added caramel on the determination of vanillin by the Folin and Denis colorimetric method which is now a full official method.

Caramel coloring itself, by the Folin and Denis method, gives tests corresponding to from 0.58 to 4.32% of vanillin. Experiments were tried with nine different brands, with a quantity that gave a rather dark vanilla extract color to synthetic vanillin solutions. On account, however, of the small amount of caramel color needed to give this tint, the error introduced into the vanillin estimation was found to be negligible and affording no reason for rejecting the Folin and Denis method as an official method.

The method is good where only the percent of vanillin is wanted. For detecting coumarin the old official method utilizing ether extractions and actual weighing of the separated constituents is necessary.

Perfume and Soap in Courts and Customs

Will Test Pennsylvania Drug Store Law

An effort will be made in the near future to test the constitutionality of the so-called Turner Law in the state of Pennsylvania. The law limits the ownership of drug stores to registered pharmacists or partnerships in which all of the partners are registered pharmacists, or to corporations, all of whose directors are pharmacists or which already own such stores, provided they continue such ownership.

The plan for the test of the law is being worked out by the Louis K. Liggett Co., which has just purchased a store in Hanover, Pa., which it expects to continue to operate, seeking an injunction restraining the state from interfering in its ownership, possession and operation. Owen J. Roberts, as attorney for the Liggett interests, expects to apply to the Federal courts for such an injunction as soon as his work is finished in connection with the Fall-Sinclair case in which he is acting as special counsel for the government.

The Turner law as it stands virtually prohibits the entry of chain drug stores into the state and limits the operations of chains already established there to the stores which they owned when the law went into effect. The action is being taken by the Liggett company not only to protect its rights in Pennsylvania but for the effect which a decision in its favor would probably have upon the legislatures of other states which will shortly consider bills similar to that recently enacted in Pennsylvania.

Lazell, Perfumer, Wins Libel Suit

Lazell, Perfumer, Newburgh, N. Y., has won nominal damages of 6 cents against the Matteawan Journal Co., publishers of the *Beacon Journal*, for libel arising out of the publication in the now defunct newspaper of an item reprinted from the Poughkeepsie *Eagle-News* to the effect that Lazell, Perfumer, was bankrupt and out of business. This follows a judgment for \$750 damages against the publishers of the Poughkeepsie paper gained earlier in the year.

Justice A. S. Tompkins in Supreme Court indicated that he would set aside the verdict as insufficient unless the defense can show by brief that actual damages were unwarranted. The plaintiff rested its case wholly upon the item as published, which was libelous on its face. The defense admitted the libel, but held that no actual damages had been suffered by the plaintiff. Justice Tompkins charged the jury to award "reasonable" compensation.

Perfume Shop Settles Damage Suit

A suit for \$1,000 for injuries sustained from using a face lotion which Mrs. Edith Chery, 1025 Aldus street, Bronx, New York, alleged burned her face, was settled recently.

Mrs. Chery charged Louis Singer, proprietor of the Singer Perfume Shop, 988 Southern Boulevard, sold her a "bottle of medicine" which he guaranteed would remove superfluous hair from her face. After an application of the lotion she alleged she was confined to bed for three weeks with burns about the face, lips and chin. The depilatory Mrs. Chery used, according to an employee in the Singer Shop, was manufactured expressly for Singer and was known as "Autotone."

Storfer Laboratories Win Trade Mark Case

The case of the C. S. Welch Co. against Storfer Laboratories, Inc., involving use of the names "Bathasweet" and "Batharoma" for bath salts has been decided by Herman Joseph acting as referee under appointment of Justice Erlanger of the New York State Supreme Court. The referee finds that there is no infringement of the trade mark "Bathasweet" on the part of the defendant and dismisses the complaint with costs. Salient portions of his opinion follow:

"Plaintiff has for many years used as a trade-mark the word 'Bathasweet' for bath salts, which trade-mark has been registered in the United States Patent Office. Its business under said trade-mark has been of considerable volume, and has extended over a period of many years. Its 'Bathasweet' has been also quite widely advertised.

"The defendant is a New York corporation organized in January 1925 manufacturing and selling perfumes and other toilet articles including bath salts. In March, 1926, it adopted and commenced using as a trade-mark for its bath salts the word 'Bath Aroma,' and has enjoyed a comparatively good market notwithstanding the short period during which defendant has dealt therein. Examples of the packages of the respective parties have been offered in evidence. Plaintiff's 'Bathasweet' is sold in tin cans of various sizes that somewhat resemble the ordinary talcum powder cans, with which everyone is familiar, and also in glass jars. Defendant's bath salts, on the other hand, are sold in small bags, packed either in rectangular box or flat cylindrical container. The packages of themselves are so dissimilar as to make one wonder how anyone could even assert any likelihood of confusion between them. The respective labels of the parties shown on the respective packages are likewise wholly dissimilar.

"Plaintiff made no proof that actual confusion or deception has taken place. Only casual attention by the purchaser to what she is receiving would be sufficient, in view of the differences in labels and packages, to prevent any substitution * * * being practiced.

"In my opinion, this case cannot be distinguished from a large number of others in which the only thing common to the two marks involved is something which is not capable of exclusive appropriation."

Mulhens & Kropff, Inc., Explain Injunction Case

In order to settle misapprehensions regarding the recent denial of an injunction to Mulhens & Kropff, Inc., in the matter of their trade mark suit against Ferd. Mulhens, Inc., the former company has issued a statement to the trade explaining the findings of the court in the injunction proceedings and their now subsequent action. Mulhens & Kropff, Inc., will continue to sell Eau de Cologne under the 4711 trade mark but will eliminate from the package all reference to the original recipe. They point out that the matter has not been finally adjudicated but that Judge Mack in the recent case merely decided against the issuance of a temporary injunction. This was fully explained and emphasized in the account of the case which appeared on page 389 of our September issue.

Plough Chemical Co. Wins Trade Mark Suit

Unhindered use of the trade-mark "Black and White" is secured to the Plough Chemical Co., of Memphis, Tenn., by virtue of a decision recently handed down by the United States Circuit Court of Appeals in Cincinnati.

Miss Eva Nieman instituted the suit against the Plough Chemical Company in the Federal Court at Cincinnati before Judge Hickenlooper to recover \$6,000,000 upon the ground that Miss Nieman had acquired a vested right to the term "Black and White," famous trade name of the Plough Chemical Company, in the distribution of almanacs and dream books, claiming that for many years she had published and sold all over the world dream books and almanacs under the name of "Black and White," and that the distribution of dream books and almanacs by the Plough Chemical Company in the advertisement of its Black and White toilet preparations was an infringement upon her registered trade-mark and a destruction of her vested trade rights.

The Plough Chemical Company defended upon the ground that the name "Black and White" as applied to its toilet preparations and all advertising matter, has been duly registered in the patent office at Washington, had been in use for many years, and that it knew nothing of the Black and White dream books and almanacs of Miss Nieman, and insisted upon its right to continue to distribute such dream books and almanacs in connection with the sale and advertisement of its products.

The case was tried a year ago in Cincinnati, and after a trial lasting several days, resulted in a sweeping victory for the Plough Chemical Company. Miss Nieman's right to damage was not only denied, but the right of the Plough Chemical Company to the use of Black and White was fully established and declared.

Miss Nieman appealed her case to the Circuit Court of Appeals for the Sixth Circuit at Cincinnati, where elaborate printed briefs were filed by both sides, and the case argued orally at great length last May.

The Court of Appeals, in the decision just handed down, affirmed the judgment of the lower court, thus putting an end to the litigation and confirming for all time the rights of the Plough Chemical Company in the use of the trade name, "Black and White."

Inquiry into Alleged Quinine Monopoly

The Department of Justice investigation of the alleged quinine monopoly, which, it is reported, will be brought before a grand jury in New York, is a part of the Government's program of action to combat foreign controls of materials affecting the welfare of the American people. The Government acted first with respect to sisal and potash. Quinine presents a slightly different situation than potash, as it is merchandised by several American firms, but the Government includes it in the same category with the rest and will act accordingly. It is expected that the Government will continue to prosecute until it has reached the end of the list of commodities, the supply of which is controlled by foreign monopoly.

New Member on Trade Board

President Coolidge has appointed Garlands Ferguson, Jr., Greensboro, N. C., to be a member of the Federal Trade Commission, succeeding John F. Nugent, Democrat, whose term expired on September 1.

Accused of Perfume Counterfeiting

Richard E. Ives, 33 years old, a salesman, who traveled so rapidly that the police spent five months in catching up with him, was held in \$2,500 bail recently in West Side Court before Magistrate Edward Weil, charged with counterfeiting the labels, caps and bottles of a perfume.

Lieutenant Walter Hourigan and Detective Joseph Fitzgerald of the West 47th Street Station, arrested Ives as he entered his apartment at 319 West 48th street with his wife. The police say they found 160 bottles of scented water bearing the labels and other characteristics of the Coty product in Ives's apartment, together with 2,000 empty bottles and a large quantity of counterfeit labels.

According to William Roche, manager of Coty, Inc., 427 West 55th street, the company has received a storm of complaints from shops all over the Eastern district that perfume bought as its product was of poor quality. Investigation, the complainant said, showed about 5,000 bottles of the counterfeit perfume in New York City alone. He said ten shops had been victimized.

The police said that Ives was one of a gang which had been selling the perfume as genuine. Ives refused to talk.

"Ozon" Trade Mark Decision Appealed

J. Schanzenbach & Co., New York City, have taken an appeal from the decision of the Commissioner of Patents in the matter of the trade mark "Ozon" for which the company had sought registry. The original decision of the examiner of interferences was that the mark should be allowed registry, but upon appeal by E. Burnham, Inc., the Commissioner ruled that there would be likelihood of confusion between the market and the Burnham mark "Ozone" and accordingly overruled the examiner. The appeal of J. Schanzenbach & Co., Inc., is now pending before the Supreme Court of the District of Columbia.

Drug Trade to Consider Legislation

The National Drug Trade Council will meet in Washington December 9 to consider, coincident with the assembly of Congress December 5, legislative matters, which will come up for consideration during the long session. Senator Copeland's proposed bill for regulating the manufacture and sale of cosmetics will be given very careful consideration. It is expected that an effort will be made to secure the amendment of the Caustic Poison Act so as to limit its application specifically to concentrated lye preparations, as originally contemplated. The Kelly resale price maintenance bill, otherwise known as the fair trade bill, also will be discussed by the Council in formulating its legislative program. The executive committee of the Council met in Washington on November 3 to outline the program for the annual meeting.

Chamber's Head Denounces Bureaucracy

Business as well as other organized groups sponsoring demands looking to the indiscriminate creation of government bureaus, boards and commissions were denounced by Lewis E. Pierson, president of the Chamber of Commerce of the United States, in an address delivered at the recent conference of directors and councillors of that association at West Baden, Ind. He declared that not only has government encroached upon the field of business, but business has increased its demands on government until bureaus and commissions have undertaken work that business can adequately do for itself.

Activities of Associations and Societies

Soap Industry Plans Publicity Drive

The Board of Directors of the Association of American Soap and Glycerine Producers, Inc., as well as of the Cleanliness Institute (the organization sponsored by the American soap industry to promote higher standards of personal and community cleanliness in the United States), met October 21 and 22 in Atlantic City, following the annual meeting of the Soap Section of the American Grocery Specialty Manufacturers' Association which was held at the Hotel Traymore. It was decided greatly to enlarge the educational activities of Cleanliness Institute and of the association by a nationwide advertising campaign, which is to begin early in 1928.

Roscoe C. Edlund, manager of the association and general director of Cleanliness Institute, made a report to the Board of Directors of the progress to date of the educational movement launched by the industry last Spring.

Mr. Edlund pointed out that there exists everywhere, and among all classes of people, a tremendous interest in the problems of cleanliness. It required only the announcement of an effective national cleanliness educational movement to bring this interest to a focus and to put behind the co-operative endeavors of the soap industry forces much greater than any individual manufacturer could possibly enlist.

"Next to the high value of the work actually put forth by the Institute," said Mr. Edlund, "our greatest assets are such consultants as Dr. W. W. Peter, well known to public health men everywhere as an authority in his field, who advises on our health program, and Miss Sally Lucas Jean, known for her school educational work throughout the United States and abroad, who advises with regard to the program of our School Department. The entire staff of Cleanliness Institute is made up of persons of the highest professional standing."

Mr. Edlund's report was warmly applauded by the board of directors. Among those present at the meeting were representatives of the Procter & Gamble Co., Lever Brothers Co., Fels & Co., the Palmolive-Peet Co., James S. Kirk & Co., Swift & Co., and Colgate & Co.

The national advertising campaign, it is planned, will begin in February or March, and in the meantime it is expected that every soap manufacturer will be given opportunity to provide his share of the funds needed.

Mr. Edlund was elected assistant secretary of the Soap Section of the American Grocery Specialty Manufacturers' Association during its annual convention, October 18 to 21. Dr. J. S. Goldbaum, of Fels & Co., remains secretary, but the active work is to be handled by Mr. Edlund.

The Section's principal work was the decision to co-operate closely in the future with the Association of American Soap and Glycerine Producers and the formation of an interlocking secretaryship through Mr. Edlund's election



ROS COE C. EDLUND



W. L. SCOTT

Beauty and Barbers' Supply Dealers Meet

CHICAGO, November 5.—The 24th annual convention of the National Beauty and Barbers' Supply Dealers' association closed at Hotel Stevens on November 3. It was one of the best attended meetings in the history of the organization. More than one thousand members, associate members and their friends registered for the session, which was a decided success in every way according to the officials in charge.

One hundred sixty exhibits were on display in the grand exhibit hall of the hotel and the exhibitors report much interest in what they had to offer to the members and a fine business was booked during the four days of the convention.

The convention opened Monday, October 31 at the noon luncheon that day and reports of the officers for the last

year were read and received by the delegates. Committees were appointed for the convention work and on November 1, J. M. Doran, commissioner of prohibition, made the leading address of the day which was received with much interest by the assemblage. Manufacturers' co-operation received much attention from the meeting on Tuesday and more co-operation from the dealers as well was sought.

The Wednesday meeting brought out the fact that the barber supply trade was making a determined bid for the beauty shop trade and ways and means were discussed of securing a larger share of this business for the old established firms. The hair dye situation was also discussed and C. A. Green, of Lincoln, Neb., told the members why they required a discount of forty per cent on the merchandise they sell. The convention closed on Thursday with discussions on how manufacturers lose money on wildcat dealers, hardships that poor collections work on the supply dealers and delivery costs. These were live topics and created much interest among the delegates. The convention was closed with the grand ball and cotillion at the Hotel Stevens with an attendance of more than a thousand. The new officers for the coming year are as follows:

W. L. Scott, of Peoria, Ill., president; Charles Kahrless of Denver, Ray Ervin of Cleveland and Benjamin Bauman of Cincinnati, vice-presidents; Joseph Byrne of New York, secretary, and Otto Haas, Chicago, treasurer. E. A. Fretz, Dallas, Texas; J. M. Hoffar, Evansville; John Fernsler, Philadelphia and W. L. Buck, Oklahoma City, were elected members of the executive board.

It is expected that next convention will go to St. Louis, as the organization was founded there twenty-five years ago.

Convention Notes

The convention reception committee which worked hard to put the meeting and show over was composed of Otto

Haas of Kraut & Dohnal, Inc., Edward Holman of the Holman Soap Co., C. Koske of the Jackson Barber Supply Co., G. A. Spalding of Colgate & Co., Mrs. Edna Jost, Miss Elizabeth Bennett and Miss Margaret Leonard.

One of the finest exhibits at the convention was installed by E. Burnham Products Co. of Chicago. Harold Burnham, vice-president of the company; Ray Burnham, secretary; Gerald Burnham, president, assisted by Mrs. Frank Ryan, Mrs. Blanche Beard and Miss Lucille Andres were on hand to take care of the wants of the members and their friends who viewed the fine display of Burnham products, which was worth while.

A. L. van Ameringen, New York had a very attractive exhibit of raw materials. Mr. van Ameringen himself was in attendance at the booth explaining the various products to the host of visitors who viewed the display each day.

The Commercial Laboratories of Newark, New York, had a complete exhibit in charge of F. K. Winegard, president, and A. J. Ott, sales manager of the company, who reported much interest in the products of the company by the barber supply men.

The Kimberly Clark Co. was represented by F. A. Biederman, sales manager of the Chicago office; N. S. Graham, of the New York offices and G. A. Britton.

The F. W. Fitch Co., of Des Moines, had a large force of salesmen on the job at their exhibit under the supervision of F. W. Fitch, president, and Gale W. Fitch, vice-president.

The Mark W. Allen Co., of Detroit, Mich., manufacturers since 1866, were represented by W. A. Boyd, president; A. R. Vicary, general manager and R. W. Briscoe.

The Janie Lincoln toilet preparations had a display on the balcony of exhibit hall in charge of N. A. Cole, president; G. A. Martin and L. H. Cole.

The Herpicide Co. of Detroit had some special deals for the members and F. H. Pepper, sales manager, assisted by H. F. Landers and George E. Hawkins, were on the job for the company.

The Davies-Young Soap Co., of Dayton, Ohio, had a neat exhibit and were represented by C. F. Young, E. G. Eckeman, S. M. Kline and P. E. Norris. A feature of their exhibit was a shampoo falls made with Buckeye shampoo that attracted much attention.

Alvin J. Adams, vice-president of the Latherizer Corporation of New York, represented his company and with a couple of young lady assistants made a hit with the barber supply men.

The Paragon Distributing Corporation of New York had a nice exhibit which was admired by the members who called there.

The Lucky Tiger Remedy Co. had a neat display and made many friends for their lines.

The Synfleur Scientific Laboratories, of Monticello, N. Y., was well represented and inquirers about their well-established lines received ample information.

Quite a few of the Chicago factories kept open house for the members and their friends during the week and tours were arranged to the new Paidar factory and other plants.

A hit was made by an entertainment at the Eighth Street Theatre with the sketch "Peering Through a 1937 Barber Shop," and saying it with free goods brought plenty of laughter from the audience.

The ladies attending the meeting were kept on the jump as the Chicago committee had plenty for them to see and

do during the convention week and none of them had time to get lonesome.

The Boncilla Laboratories had a fine exhibit and N. S. Sherman, secretary and sales manager, assisted by Harry L. Garlick, managing director of the Toronto office, and J. P. Lewis met the trade.

The Chaney Products, Inc., of New York, was represented by E. H. Goldman, president, and Louis Morris, secretary, while the Odell Co. of Newark, N. J., had Ruben Odell, president; Charles H. Holzwarth, secretary; Henry Troxell and Jack Lowry on the job.

Harry Ramsey, of St. Louis, represented the Compagnie Parento, Inc. of Croton-on-Hudson, N. Y., at the meeting, and Addington Doolittle, secretary, went from the home office to attend the convention.

Colgate & Co. had a fine exhibit and a large number of men on hand to spread the Colgate gospel. Among them were John F. Carney, field manager from Jersey City; George A. Spalding, E. Ferguson, J. M. Schumaker and several of the Chicago salesmen.

Quite a number of the firms had breakfast meetings for their distributors at the Hotel Stevens and in that way got them pepped up before the regular meetings.

The Royal Crown Co., Chicago, was represented by John C. Kehoe and Ross E. Wright and Leo Woolman. Wm. Shoenberg, with Mr. Kehoe, also did the honors for the LeMaire, Inc.

The Misner Mfg. Co. of Detroit was represented by Louis Becker.

David V. Rosenglick and Donald Wilson were on hand for VanDyk & Co., and made many friends for their lines at the meeting.

The Bonheur Co., of Syracuse, was represented with a fine exhibit. R. E. Pepple, R. C. Winters and L. L. Beck with made many friends for the Bonheur line.

The A. C. Hynd Co., Buffalo, had a neat exhibit and some special convention deals that they said went over good. A. C. Hynd, president, was in charge assisted by Frank Hannum and G. L. Wade.

J. E. Kelly, vice-president, and George F. Beach represented the Eastern Laboratories of New York at the big meeting.

The Zala Perfumery Co. booth was a popular place and B. Sartzt, O. Zacamy and Frank J. Malaney looked after the wants of the supply folks and boosted their line of Olivo products to the trade.

The J. B. Williams Co., of Glastonbury, Conn., had a large number of representatives on hand, headed by W. E. Neagle, assistant sales manager.

Mme. Hudson, of Auburn, N. Y., assisted by her sales manager, J. D. Reed, told visitors early and often about the Hudson line.

C. O. Dorman represented A. Winarick, of New York, and A. C. Bragg and C. H. Haynes were on the floor for the Geo. H. Weyer lines.

The Vaniva Products Co., of New York had J. J. Kenedy and T. Moulton on the exhibit floor to tell about their new line of products and the Fairystone Distributing Co., of Detroit, had a complete exhibit of their lines.

Philip H. Warshaw Inc. of New York was represented by Mr. Warshaw and L. A. Shapiro of that company and did a good business with their special deal for the convention week.

L. A. VanDyk, assisted by Wm. Schilling, Jr., and F. A.
(Continued on Page 512)

Chemical Salesmen Hear Dr. Herty

The Salesmen's Association of the American Chemical Industry held its first regular meeting of the 1927-28 season at the Machinery Club, New York City, on Friday evening, November 4. The attendance was excellent, and the usual fine dinner and splendid entertainment program were provided.

The feature of the meeting was an address by Dr. Charles H. Herty, advisor to the Chemical Foundation, Inc., and the subject was the recent Franco-German chemical accord. Dr. Herty outlined the formation of this international chemical combination and pointed out that it is directly opposed to the success of the American chemical industry. He said that mass production, unification of sales agencies, cutting down of overhead, were the ostensible objects of the combination, but that he believed allocation of markets and fixing of price were almost in the background.

He suggested eight steps which the American chemical industry should take to offset the anticipated competition of the European combination. These steps are:

"First, we have a right to ask American banking interests that as good Americans they give thought to the matters at stake when they are called upon for foreign loans. Our great banking institutions serve as a directive channel for the flow of investments of individual American citizens. It is reported that the German cartel, the I. G., has, through exchange of stock, merged with the Norwegian Hydro-Electric Company, and that the latter is contemplating a great expansion of its operations for fixation of nitrogen through a loan of \$20,000,000 which it expects to get through one of the great American banking organizations. Is it right that the savings of our people should be directed by this institution to the support of a European monopoly which will seek the destruction of the American nitrogen fixation industry, now so rapidly developing in numerous sections of the country?

"Second, still closer and more harmonious relations should be established between our industry and all government bodies, especially with the Federal Trade Commission, which was created primarily for the purpose of aiding industry.

"Third, adequate funds should be provided by Congress for enabling the Department of Commerce to furnish prompt, complete and reliable statistical information on all lines of the chemical industry.

"Fourth, particularly in the interest of the smaller manufacturer, Congress should remove from paragraphs 27 and 28 of the tariff act, covering coal-tar intermediates and finished products, the restriction which would now prevent the President of the United States from increasing, under the flexible provisions of the act, the duties on individual products which might well be made the target of attack by the European cartel.

"Fifth, more and more we must depend upon research.

"Sixth, every encouragement must be given to lead the best of our students to seek chemistry as a profession.

"Seventh, the salesman has his part to perform. What higher incentive could there be for the development, through your organization, of the finest type of salesmanship the world has ever known, a salesmanship which is informed, aggressive, resourceful and forever on the job?

"Eighth, constant strengthening of our trade associations and active participation in these by all representatives of the industry."

Glass Container Association at Pittsburgh

Pittsburgh was selected as the location for the third merchandising campaign of the Glass Container Association as well as headquarters for the final convention held this year. Actual figures, supported by detailed evidence of retailers' signatures, showed the effectiveness of the educational program.

In line with a carefully planned schedule the autumn session of the Association was arranged so as to give the members an opportunity to witness a localized merchandising and advertising campaign of "See What You Buy—Buy in Glass" in actual progress. The period of the retailers' window displays of glass packed merchandise in Pittsburgh was from October 19 to 29 with the convention held October 27 and 28 at the close of the campaign. The meetings were held in the Fort Pitt Hotel.

In the third and most aggressive of the three localized sales promotion campaigns, over 65 per cent of all retail outlets for glass packed merchandise in Pittsburgh co-operated with the Association in "putting over" the story of the glass container. There were actually 2,700 retail stores in the city that showed special window displays of "glass goods."

Figuring on those stores which carried displays for the entire period of the campaign, over 1,000 of which co-operated for more than one week, there were 3,774 windows displayed in Pittsburgh during the campaign.

The opening address at the convention was delivered by F. F. Ferguson, president of the association, followed with a report of the research committee by Chairman C. H. Werner. A technical paper on "Research and Industry" was read by Dr. Herbert D. Pease. Report of the Statistical Committee and another report of the cost work were made by J. S. Alego and C. G. Ackerman, respectively. "Standardized Depreciation Rates" was the subject of an address delivered by John Alden Grimes, Bureau of Internal Revenue, Washington, D. C., with talks on "Association Activities," by J. P. Hunt, and "An Appraisal of the Glass Container Industry as of August 31, 1927," by Fred J. Rummel.

A technical paper on "Fuel," by Dr. Thomas S. Baker, president of the Carnegie Institute of Technology, and "Annealing of Glass," by E. O. Hiller, of the Hartford Empire Co., as well as an address by J. P. Thomy, president of the Best Clymer Co. on "How the Glass Men and Preservers Can Co-operate" proved interesting.

I. R. Stewart, chairman of the publicity committee, outlined the proposed publicity campaign for 1928 and stressed the work of the committee during the present year with particular reference to the merchandising campaigns in Columbus, Indianapolis and Pittsburgh.

The banquet was attended by 175 members and guests in the Fort Pitt Hotel and a musical revue boasting of some of the best New York talent was staged by Mr. Stewart for the gathering.

American Pharmaceutical Society Ballots

The annual mail election for officers of the American Pharmaceutical Association is now being held and the result will be made known next month. The ballots giving the list of nominations have been distributed to the members to be marked and returned.

The seventy-sixth annual meeting of the association will be held in Poland Springs, Maine, at a date which will be announced in the near future.

Exposition of Hairdressing and Perfumery

(Special Correspondence)

The French hairdressers held a professional meeting in Paris, October 14 to 25, under the auspices of the Third French Exposition of Hairdressing and Perfumery Arts, in the Palmarium Palace of the Bois de Boulogne.

The first exhibition of this kind took place in 1922. From the beginning perfumers were invited to participate in the exposition, as hairdressers claim to be their best selling agents. They pretend also to help the perfumer in the choice of his perfumes by suggestions and hints they collect from customers. The third exposition was well attended.

Every afternoon and evening competitions were held on ladies' coiffures, manicuring, make-up of faces for town or for theatre, Marcel waving, fashion coiffures, men's hairdressing, wigs and false hairdressing, permanent curled hair waving. Prizes were awarded to the most qualified artists. Straight, curled, waved, dark, blonde, titian, all varieties of coiffures for all types of women could be seen.

There were about 250 exhibitors: hairdressing salons, furniture and apparatus, wax busts and mannequins, wigs, combs, atomizers, and perfumery makers. Leading perfumery houses were represented in splendidly decorated stands. Houbigant, Coty, Guerlain, Lubin, Piver, Bourjois, Rigaud, and fifty other firms, famous in the perfumery trade, had their stands beautifully set up to offer their novelties.

Dorin is still famous for specializing in the fabrication of theatre paints, rouges and compacts. But creams, face powders and beauty products have increased in demand to such extent that there are now legions of new makers. The Institut de Beauté of Place Vendôme was the most ancient in this special branch. Then came the Académie Scientifique de Beauté, 376 Rue St. Honoré, which showed four full-sized female mannequins using its products, and an electrically moved wheel for coloring the nails. Innoxa came later on, to feed the skin with its Lait Innoxa, a special milk-like product.

Worth showed his two creations, "Dans la Nuit" and "Vers le Jour," while Jeanne Lanvin exhibited her novelties, "My Sun," "Arpege," and "Petals Français." Molyneux distributed bottles and caskets of perfumes and powders.

Lina Cavalieri offered quite a range of beauty products, and so did Kemolite, a new firm imported from London and New York. Many other newcomers competed in this facial race for the purpose of restoring women to youth. A score of American coiffeurs, or beautifiers, or beauticians, are opening shops in Paris.

Hairdressers have great names to conjure up: Marcel, of "Marcel wave" fame; Eugene, promoter of the "permanent wave," and Leon, his co-partner; Antoine, who manipulates the aristocratic heads of London and Paris; and Emile and Claude and other men who are the élite of the hairdressing artists. Eugene, who is called the "king of the permanent wave," has become an international figure. He possesses establishments and manufacturing plants in Paris, London and New York, and millions in the banks, although he was penniless ten years ago.

A. M. T. A. Convention to Atlantic City

A meeting of the Executive Board of the American Manufacturers of Toilet Articles was held in New York, November 17. It was voted to hold the annual convention in Atlantic City early in May, 1928. Karl Voss Corp., paper boxes, Hoboken, N. J., was elected an associate member.

Drug Trade Section's Opening Meeting

The first monthly meeting of the Drug and Chemical Section of the New York Board of Trade and Transportation after the Summer recess was held at the rooms of the Board on November 2. A much larger attendance than usual was present at this meeting, more than 30 firms in the allied trades being represented. Chairman S. D. Penick presided.

Reports of the several standing committees were given, showing that considerable work had been accomplished during the Summer in spite of the fact that no regular meetings were held. Of special interest was the report of the Membership Committee read by Secretary McConnell in the absence of P. C. Magnus, chairman. The committee reported seven new members secured since May. Among those were Hymes Bros., essential oil importers, New York, and Orbis Products Trading Co., New York.

The report of the Legislative Committee contained reference to the so-called "Model Cosmetics Bill" which was defeated in the last session of the New York State Legislature, and also a statement to the effect that the proposed Copeland Federal Cosmetics Bill was still in incomplete form, but that Senator Copeland had agreed to submit the completed draft to the committee for criticism and suggestion before he finally introduced it.

Other business included the adoption of a standard definition for the term "F.O.B.," action in regard to pending narcotic drug legislation and a decision to appoint an observer to report back to the section on the forthcoming hearings on price maintenance before the Federal Trade Commission.

Official Agricultural Chemists Meet

Adoption of a new constitution and bylaws was the principal business of the 43d annual convention of the Association of Official Agricultural Chemists held in Washington, D. C., October 31 to November 2. The principal object accomplished thereby was to extend eligibility to membership in the association to many chemists whose work is related to that of the present membership.

By a vote of the convention technical papers will have no place on the program of future meetings. Speakers will discuss their subjects informally, reserving their papers for publication in the journal. The Caustic Poison Act was referred to the Committee of Referees and this body was given power to handle all questions which arise in connection with its enforcement.

The following officers were elected:

Oswald Schreiner, Washington, D. C., president; H. B. MacDonald, College Park, Md., vice-president; W. W. Skinner, Washington, D. C., secretary-treasurer. The following were elected to the executive committee: E. M. Bailey, New Haven, Conn.; L. D. Haigh, Columbia, Mo.; W. H. MacIntire, Knoxville, Tenn.; and F. C. Blanck, Washington, D. C.

Board of Trade Re-elects W. J. L. Banham

The New York Board of Trade and Transportation recently elected a new Board of Managing Directors, which at its first meeting, October 26, elected the following officers of the Board for the coming year: President, W. J. L. Banham; vice-presidents, Charles J. Bernheimer, Ernest J. Tarhof, and Hermann Irion; treasurer, J. Frederick Talcott; secretary, James P. Roe. President Banham accepted the re-election to the office in spite of the great pressure of other duties.

Women's Bureau Investigates "Beauty Trade"

WASHINGTON, D. C., November 1.—The Women's Bureau of the U. S. Department of Labor has issued a preliminary report on conditions of employment in the "beauty trade." The report, which was published in the *Life and Labor Bulletin* for October, says:

"The beauty trade of the United States has long been unstandardized, especially as to hours, wages, and sanitary conditions of the shops. With the tremendous growth in the business of late years, however (an estimated total for the Nation of \$1,825,000,000), the different States are beginning to realize the need for supervision because of the health hazards involved.

"No general figures are as yet available, but the Consumers' League of New York has investigated 54 establishments in New York City and found that the manicurists average \$15 weekly, but good marcelers and finger wavers often get from \$35 to \$40. Girls just out of a reputable beauty school usually start at \$20. While it is impossible to estimate tips, one girl in a small shop said she made 70 cents a day in that way.

"Chicago, according to an official of the Barbers' Union, averages between \$18 and \$20 weekly for the most poorly paid, the manicurists. But most establishments require the girls to furnish clean aprons daily, at a cost of 35 cents each for laundering.

"Hours at present are very irregular and frequently long, evening work being usual in many places. The New York workers are to come under the new 48-hour law, effective January 1, 1928, as employees of mercantile establishments, but shops operated by hotels are not included.

"Massachusetts, Oregon, and California have 48-hour laws for their beauty shop workers, and Wisconsin a minimum wage law."

The Bureau will have additional data for publication later.

Barbers Supply Dealers Meet

(Continued from Page 509)

Baroody, renewed many friendships at the big meeting and reported much interest in their line by the trade.

The E. E. Dickinson Co., of Essex, Conn., had a neat exhibit and E. E. Dickinson, Jr., with F. J. Hall, J. D. O'Leary and J. H. Gilbert gave callers a welcome.

Jack Ryan and A. Orzo represented the DeMilo Perfume Co., of New York, at the meeting and reported much interest by the trade in their lines.

W. C. and E. M. Miller, of the Miller Mfg. Co., of Lincoln, were on hand to meet their friends in the trade.

Davex Corporation, of New York, had an interesting exhibit in charge of George E. Davis, of that firm.

C. Parker Levis, vice-president and manager of the Cumberland plants of the Illinois Glass Co., visited the convention and attended the annual banquet. He was pleased with the enthusiasm of the members of the organization in the work before them.

To the Thoughtless

Death insurance, like a friend, comes in when the whole world goes out. Death insurance is lifting the burden from the back of one individual and distributing the load on the shoulders of several, says *Silent Partner*.

Life insurance is investment in safety, plus protection that can be given in no other way. Life insurance is security paid for on the installment plan.

Franco-German Accord

(Continued from Page 504)

necessary to add here that inasmuch as the products of this list are subject, this depending on certain circumstances, to a lower tariff agreed upon with other nations than Germany, the latter will automatically obtain the advantages therefrom.

List D applies to the products, the customs tariff rates of which, upon entry into France, may be modified if the wholesale price index figure varies by at least 20% from the index figure of July, 1927, and upon prior notice of three months.

LIST D

All the products of lists A and B, with the exception of amomums and cardamoms, cloves and vanilla.

List E comprises French articles which enjoy the benefit of reduced duties upon their entrance into Germany.

List F indicates the items of the German tariff other than those of list E, which are admitted to the advantages of the most favored nation clause upon their entry into Germany.

LIST F

Extension to the entire enumeration of the articles of the German tariff appearing hereinabove in part.

Butyrates in Lavender Oil

(Continued from Page 501)

vents. Extracts obtained in this way contain all the difficulty and non-volatile odoriferous compounds and besides no alterations (hydrolysis or inversions) are to be feared. Even if it were only for these reasons, the products concrete and absolute lavender are bound to have a bright future. Exact analyses of these products may be expected definitely to settle the controversy as to the nature of the esters and their relative proportions. We hope to deal with this subject in a later publication.

We would like here to confirm the discovery by Dr. A. Pfau of the firm L. Givaudan & Co. who found 2.5 per cent of umbelliferone (methyl) ether in concrete lavender (*P. & E. O. R.* June, 1927, p. 205-206). We were able by means of titration to determine about 4.5 per cent of this lactone in an absolute lavender, soluble in alcohol, prepared in our works. Unquestionably this compound must exert an important influence on the odor of lavender oil, but as it is still less volatile in steam than the butyrates of linalool, the essential oil of lavender can only contain very little of it.

The investigation of the question raised by Gattefossé has been extremely beneficial from the point of view of scientific research and general interest.

Usines de L'Allondon S. A.

The Sum Total of Salesmanship

Before you start to sell, stop and consider what is the sum and substance of real salesmanship, advises a writer in *Silent Partner*.

Before you start to sell, change your mental attitude for a moment. Put yourself in the buyer's place and seriously consider the advantages of what is being offered, then see, while you are in the buyer's place, if you consider the transaction attractive or to your advantage.

If, in this momentary mental position of buyer, you are not sold, stop where you are and either get sold or stop trying to sell until you get sold.

The sum and substance of successful salesmanship is to first transport yourself into the mental attitude of buyer; then, if you are not sold, how can you expect to sell the prospect?



Negotiations have been proceeding during the last few weeks looking to the consolidation of Sterling Products, Inc., Wheeling, W. Va., and the United Drug Co., Boston, Mass., in a new corporation to be called United-Sterling Co. Both companies have indicated that while the negotiations have not been completed as yet, conversations looking to its formation have been carried on and a tentative plan has been worked out. Under this plan, A. H. Peabody, present treasurer of Sterling Products, Inc., is to be president of the new company and Louis K. Liggett, president of United Drug Co., will be chairman of the board. The United Drug will confine its activities to merchandising, while the manufacturing for both companies will be carried on by Sterling Products, Inc.

The United Drug Co., in addition to its control of the Liggett chain of drug stores, manufactures drugs and medicines and a line of proprietary products. It also makes a line of toilet preparations which are sold under the Langlois trade mark. Its last statement showed total assets of over \$110,000,000.

Sterling Products, Inc., manufactures proprietary remedies and through its control of or affiliation with numerous other manufacturers of the same sort of products, it has become the most powerful figure in the proprietary field. It owns and controls directly Sterling Remedy Co., California Fig Syrup Co., Knowlton Danderine Co., Bayer Co., Wells & Richardson, Charles H. Phillips Chemical Co., Proprietary Agencies, Ltd., and Household Products.

Through close affiliation it is also interested in the Wyeth Chemical Co., Deshell Laboratories, Inc., the Larned Co., and Edward Wesley Co. Well authenticated reports have also connected it with other medicine and pharmaceutical manufacturers as well as with substantial interests in the dyestuffs and heavy chemical fields. Its last balance sheet showed total assets of nearly \$31,000,000, but this does not include the value of all its numerous subsidiary and affiliated companies.

In order to provide facilities for testing the merchandise offered by it for sale, and to insure accurate representation of its quality and content, R. H. Macy & Co., Inc., New York City, have just established a Merchandise Testing Laboratory on the 15th floor of the store. Under expert technical direction, it is planned to develop the work of this laboratory so that it will operate as a Bureau of Standards for the store, comparable to the Federal Bureau which tests and guards the quality of all commodities purchased for the use of the United States Government. In order to acquaint the store's staff of 77 buyers with the workings of the new laboratory, a series of lectures by the graduate chemist in charge are planned.

E. R. Squibb & Sons will erect a twelve-story concrete factory and storage building at the southwest corner of Columbia Heights and Doughty streets, Brooklyn, according to plans filed in that borough. The plot is 98 by 164 feet. R. C. Cory, architect, estimates the cost at \$500,000.

F. J. M. Miles, of Colgate & Co., New York, returned on the *Berengaria* October 28 from a two months' trip abroad. Mr. Miles spent his time studying the perfume and toilet preparations situation, especially in France, giving particular attention to some of the newer products of the French industry.

His son, Gilbert D. Miles, sailed on the *De Grasse*



GILBERT D. MILES AND F. J. M. MILES

November 9. He will spend a year in Grasse studying the production of perfume raw materials in the various plants located in that interesting section. Like his father, he is intensely interested in the creation and manufacture of perfumes, making it an avocation as well as a vocation.

The accompanying photograph was taken by the Editor on the occasion of a recent visit to the home of Mr. Miles in Croton-on-Hudson, New York. Much of the time of both father and son is spent at work in a completely equipped perfume laboratory at Croton and much of Mr. Miles's interesting work has been done there.

Negotiations have been completed whereby the Procter & Gamble Company will purchase the William Woltke & Co., St. Louis soap manufacturing firm, in a deal involving \$8,000,000 or more. The Woltke plant covers ten acres and grew from a small factory in a dwelling house in 1858.

George W. Briggs, general manager of the Johnstown Soap Co., Johnstown, Pa., was a recent New York visitor

George Klotz, president of Pinaud, Inc., New York and one of the owners of La Maison Ed. Pinaud, Paris, arrived on the *Ile de France* November 15 for a visit to the American company. Mr. Klotz will remain here several weeks looking over the American market for his products and conferring with the officers of the New York house.

B. T. Babbitt, Inc., manufacturing soap products, has leased the entire fourteenth floor, comprising 10,350 square feet in the building at the northwest corner of 27th street and Fourth avenue, which is being erected by the 386 Fourth Avenue Corporation. The Babbitt firm is moving from 15 West 34th street, where it has been for a number of years. The business was established in 1836.

J. M. Hawkins, of the Odorono Co., spent a large part of October in New York and adjacent territory. A New York office for Odorono and Glazo has been opened at 511 Fifth avenue.

J. Robert Waters, Jr., has become field and sales manager of the La Oma Agency, which has been organized at Belington, W. Va., as a direct selling organization for cosmetics. For the last four years he has been manager of wholesale sales of the Fox Grocery Co., Charleroi, Pa.

Press reports from Florida relate the purchase by the Seaboard Soap Corporation, Hialeah, of three new plants which will very shortly be put into production. The new units are located at Tampa, St. Petersburg and Orlando, two on the West Coast and one in the center of the state. The company already operates a plant at Hialeah, near Miami, on the East Coast. This plant is to be enlarged at a cost of about \$30,000. The company produces a line of automobile soaps, soap chips and powder and water softeners. S. L. Barr of Hialeah is president.

Offering of a new issue of 70,000 shares of Class A convertible stock of Allison Drug Stores Corporation, representing the largest merger of drug stores in New York City since the Liggett and Riker-Hegemann consolidation of 1912, was made last month. The stock was offered at \$20 per share and is convertible at any time prior to redemption into the Class B stock of the company share for share.

The company will own all the stock of Allison Drug Stores, Inc., which has contracted to purchase a group of sixteen retail stores in this city. Three of these stores are located in the Grand Central-Times Square zone and others on busy corners of Broadway and upper 6th avenue. Only one other drug chain in New York will have a larger number of stores. It is announced that a conservative policy of expansion will be followed. There are now about 4,600 retail drug stores in New York City, of which only about 2 per cent are in chain systems.

The French government has authorized and issued a new postage stamp in celebration of the Marcellin Berthelot Centenary Celebration. The stamp is of 90 centimes denomination and bears the portrait of the famous chemist.

The Jones Brothers Tea Co. has purchased from Andrew Davey fifty-four stores situated in Binghamton, Albany and cities along the Hudson River. This brings the company's stores to about 650.

Rajah Products Co., Manhattan Borough, New York City, has filed a certificate changing its name to Wilber Hair Growing Treatments, Inc.

"With all the progress that has been made in advertising, there is still too much imitation of Barnum," declared R. D. Keim, vice-president of E. R. Squibb & Sons, New York, in a talk before the Association of Young Advertising Men at a meeting held in New York on October 7.

Speaking on the subject of "Co-ordinating Sales and Merchandising Plans," Mr. Keim pointed out that the advertising manager who thinks that all there is to advertising is an illustration, some copy and the space it fills is rapidly becoming a creature of the past.

O. C. Olin has been appointed general sales manager of the Northam Warren Corporation, makers of Cutex manicure specialties. Mr. Olin will also act as sales manager for the Elcaya Co., manufacturers of Elcaya face creams. He assumed his new duties with these companies on Nov. 1.



O. C. OLIN

Mr. Olin has been connected with the Northam Warren Corporation for about five years. His original appointment was as salesman covering the Middle Western territory, traveling in the states of Michigan, Illinois, Kentucky, Indiana, Wisconsin and Minnesota. He made an excellent record in this position, and after a short time was placed in charge of the Chicago branch of the company. His elevation to the position of general sales manager is a

tribute to the work which he performed during his years as salesman and branch manager. Before joining the Northam Warren Corporation, he was connected with the International Harvester Co.

Mr. Olin says that he believes he will like New York very well when he has had time to see it, but that he still has a longing for Chicago, of which city he is a native.

V. Vivaudou, Inc., reports for the quarter ended September 30 profit of \$342,077 after expenses but before Federal taxes, compared with \$275,014 before taxes in the preceding quarter and \$369,405 before taxes in the third quarter of 1926.

Profit for the first nine months of 1927 totaled \$1,132,400 before Federal taxes, comparing with \$1,145,949 in the first nine months of 1926. The company has outstanding 22,579 shares of 7 per cent preferred and 372,265 shares of no-par common stock.

Sidney Gamble, of the Procter & Gamble Co., returned recently from the Orient where he has spent the last three years.

Mr. Gamble has been devoting his time to work for the Y. M. C. A. in China, making his headquarters at Peking and journeying from there to other parts of the Far East. Upon his arrival in Seattle, he delivered a lecture on some phases of Y. M. C. A. work in China before a gathering of students of the University of Washington.

Perokay, Inc., manufacturers of perfumes, have leased office and showroom space in the Pennsylvania Building, 225 West 34th street, New York City.

J. C. Morrison of the purchasing department of Frederick Stearns & Co., Detroit, Mich., died recently at his home. He was well known in the supply field largely because he was in charge of purchases of bottles, boxes and packaging material.

George F. Stanley, president of the Stanley Mfg. Co., Dayton, Ohio, has been elected a member of the Executive Board of the Greeting Card Association, and attended a meeting of the board at the Waldorf-Astoria in New York on November 18. The meeting was for the purpose of considering plans for the coming year's activities of the association.

Through an inadvertant error, the Alsop Engineering Co. was not given adequate credit for the photograph of its interesting exhibit at the Chemical Exposition in our October issue. Its booth was one of the most popular at the exposition and the company's representatives were kept busy explaining the equipment shown.

Charles L. Senior, secretary of Florasynth Laboratories, Unionport, Westchester, N. Y., has returned from a six weeks' trip to California. Mr. Senior made it a combined pleasure and business trip. He reports a wonderful time and in addition very pleasing results for his company. He says that business conditions in the Pacific Coast section are very satisfactory.

A bevy of girls employed in the beauty salon of Mme. Helena Rubinstein at 46 West 57th street, New York, were literally inundated recently under an avalanche of toilet and other beauty preparations. Ten of them had just returned from luncheon to their duties in one of the rooms when a large display cabinet filled with samples of the Rubinstein preparations suddenly toppled over and hurled bottles, jars and other packages at them. The crash of breaking glass and the screams of the girls brought policemen and an ambulance surgeon to the rescue. Four of the girls, who caught the brunt of the collapse, were treated for cuts and abrasions and sent to their homes.

Betty Zane Soap and Chemical Co., has contracted for the purchase of a plant at Manayunk, Philadelphia, Pa., which in the future will house its activities. The plant is situated on a plot of $2\frac{1}{4}$ acres and consists of eight buildings connected and one detached with a total floor space of more than 175,000 square feet. It is equipped to be operated by either steam or water power and adjoins the Manayunk Canal and the Schuylkill River, affording ample water transportation. A railway siding is also on the property.

Production has also been started in the new unit, the first work being the preparation of sufficient materials to take care of requests for working samples of household, laundry, bath and shampoo powders. The company also manufactures numerous specialties for the textile trade, under patents taken over from W. H. Butterworth, who is secretary. Other officers are Betty Zane, president; J. F. Dougherty, vice-president and James Bowman, treasurer.

William H. Barbour, of Marinello Co., New York City, has returned from a month's vacation in North Bridgeton, Me.

More than 100 executives of firms located in the Bush Terminal, Brooklyn, N. Y., constituting the Merchants' and Manufacturers' Association, met in the club rooms at 4010 Second avenue, Brooklyn, November 1, for dinner and entertainment. The president of the association is Dr. B. H. Smith, of the Virginia Dare Extracts Co.

B. E. Levy, president of Coty, Inc., New York, sailed for Paris on the *Ile de France*, November 19, for a two months' visit. In the course of an interesting conversation with the EDITOR, he said that he has been elected a vice-president of Coty, Paris, in addition to his position with the American company and also of the Rallet Corporation of America, recently organized under the control of the Coty interests.

This new company was formed to handle the business of Société Française de Parfums Rallet. Charles S. Welch,



ABEL DUBOIS, B. E. LEVY AND HENRI DUBOIS

who is well known through his long connection with the perfume industry in the United States, has been selected to act as general manager of the new company.

Mr. Levy emphatically denied reports current in the trade which had connected his company with several other manufacturers and distributors of perfumes and cosmetics, saying that not only had none of these been purchased by the Coty interests but that conversations looking toward such a purchase had not even been held.

The accompanying photograph is a section of a motion picture film taken by the EDITOR while in Paris, this summer. It shows Mr. Levy, Henri Dubois, director of Coty, Paris and Abel Dubois at the Coty plant.

Francis P. Garvan, president of the Chemical Foundation and former Alien Property Custodian, has been elected president of the Wheatley Hills National Bank of Westbury, L. I. Mr. Garvan lives at Roslyn, L. I., and has been prominent in local and national affairs for quarter of a century.

The office of Société Parisienne des Produits de Beauté Ganna Walska has been moved from 46 avenue Montaigne to 51 rue de Paradis, Paris.

Colonel William Cooper Procter, president of Procter & Gamble, has been elected a director of the Cleveland, Cincinnati, Chicago & St. Louis Railroad by the stockholders to fill a vacancy.

Gustave W. Van Heukelom, president of Hollandsche Maatschappij voor Aromatische Producten, sailed on the *Rotterdam*, November 19, after a business trip in the United States during which he appointed Pfaltz & Bauer, Inc., New York, American selling agents for his company.

F. J. Redding has taken over the management of the New York offices of Wm. Buedingen & Sons, Rochester, N. Y. Mr. Redding has been connected with the Buedingen firm for over 25 years and is well acquainted with both the line and the trade in the Eastern section of the country. The office address will remain the same as heretofore, 30 East 42nd street, New York, and the company will be able to give the same efficient service which it has always given in the past.

D. Batzouroff, one of the partners of Joseph Batzouroff & Sons, Sofia, Bulgaria, sailed for home on the *Ile de*

France, November 19, after a month spent in the United States. Mr. Batzouroff made his headquarters with George Lueders & Co., New York, and called on the many friends in the American trade, which he has made on his frequent visits to this market. Mr. Batzouroff is exceptionally well posted on the rose situation both from the market and from the technical standpoint, much of his time during the last ten years having been spent in investigating improved

methods of otto of rose production. An interesting little booklet on the subject has just been issued by the Batzouroff company and is available to interested persons upon application.

As we go to press we learn of the death at Lyon, France, early this month of Mme. Etienne Descollonges, wife of Etienne Descollonges, senior partner of Descollonges Frères. She leaves her husband, three daughters and one son. A more extended obituary notice will be printed in our December issue.

Herman A. Metz again heads the chemical group for the Red Cross Roll Call, which began on Armistice Day. The group includes the essential oil industry. Col. Metz and his associates on the committee are preparing plans for an intensive drive for the benefit of the fund.

Manhattan Can Co., of New York, is putting on the market a new ice cream and fruit freezer which works automatically and has no crank to turn. The cover when closed is locked tight by a device which also serves as a handle for the freezer. The freezers are attractively labeled and directions for use are given in clear lettering.

Additional to \$125,000 left by Colonel Austen Colgate for the new Y. W. C. A. building in Jersey City, Colgate & Co. recently announced it would give \$1 for each \$4 raised by the committee. The total sought is \$730,000, and \$327,997 was subscribed on the first day of soliciting.

It is not often that an industry so small as ours can boast of two figures following literature as an avocation

with conspicuous success. There will soon be reviewed in this journal two recent books which have attracted more than usual attention and, in their respective fields, are being received with considerable favor.

In biography, Viscount Leverhulme, present head of Lever Bros., Ltd., has written a most fascinating story of his father's career. The book has had a wide sale in England and its early sales in this country are such that



LORD LEVERHULME

the publishers already look upon it as one of the season's successes. The present Lord Leverhulme's business career has been spent entirely with the Lever organization, a large part of it being in close association with his distinguished father who founded the business. His style is clear and convincing and his book well worth reading.

Of quite another sort is "The Etiquette of Beauty" by Dorothy Cocks, but it is none the less effective and interesting. Miss Cocks, who is at present advertising director for the Marinello Co., and was formerly with Elizabeth Arden

in a similar capacity, writes of beauty in entertaining and inspirational style. We most heartily commend her work to the reform element, which looks with suspicious eye not only upon our industries but upon beauty itself. If the beauty business need any "debunking," Miss Cocks has certainly succeeded in doing it. Her work puts no undue emphasis on cosmetics but treats them as they should be treated.



DOROTHY COCKS

We do not hesitate to predict complete success for both works and we hope that the authors of both will give us more volumes from their particularly gifted pens.

The SOC Chemical Co., Panhandle, Tex., is planning the construction of a new plant in the vicinity of Wichita Falls, Tex., for the manufacture of special liquid soap, etc., to be two-story, estimated to cost approximately \$50,000, with equipment.

Coty, Inc., has declared an extra dividend of \$1 besides the regular quarterly dividend of \$1.25. A similar extra dividend was declared this time last year.

It is fortunate for an institution, as well as, for an individual to have good ancestry. The Los Angeles Soap Co. is in that happy situation, having been founded by the sturdy western pioneers of over three score years ago. The men of that early day who sought California to hew out a civilization, on what was then an arid waste, had both vision and courage.

In 1860 the Los Angeles Soap Co. was organized, locating on 2nd street near Spring, and since 1872 has been mainly under the control of the present ownership. About that time J. A. Forthmann purchased an interest in the business and a little later was joined by his former friend, Wm. Bergin, who previously had been in the soap manufacturing business in San Francisco.

In 1874 the works were moved from the 2nd and Spring street location to the present site of the company. This portion of the little Spanish Pueblo was then covered with orange and grape vineyards. The first frame plant was not very pretentious, consisting of a two-story building 20x30 feet, but sufficiently large to fill the demands of that early day.

J. A. Forthmann and Wm. Bergin continued as partners up to the time of the death of Mr. Bergin in 1891. Mr. Bergin was succeeded by his nephew, John J. Bergin, and this alignment continued harmoniously and successfully for many years. In 1895 Horace Forthmann, son of J. A. Forthmann, became a partner in the business, the firm continuing as a co-partnership until it was incorporated under the name of the Los Angeles Soap Co.

On the morning of August 29, 1898, the plant was totally destroyed by fire, causing a loss of about \$100,000, half of this amount being covered by insurance. Plans were immediately made for the erection of a larger and better plant on the old site.

An interesting side light on the soap industry of that day was the protest of the city council against the erection of the new plant on account of the bad odors emanating from the factory. After the assurance that vapor consuming devices would be installed and that the plant would be operated in a thoroughly sanitary way,

the permit was granted. At this time animal fats were almost entirely used in the soap industry, while the soap factory of today uses fine edible fats in the production of its products. The new plant was the largest and most up-to-date institution of its kind on the Pacific Coast. The Los Angeles Soap Co. was a large and prosperous institution for that early day. Its leading brands were "German Family," "Peerless Borax," "Mermaid Queen," "Western Star" and "Mermaid Washing Powder."

It will doubtless be interesting to state that no stock sale promotion has ever been used to raise capital for the advancement of the business, but that it has had a normal, healthy growth from an investment of about \$5,000, until at the present time the plant has a worth of probably exceeding \$5,000,000, an achievement not paralleled by many other business concerns in the West.

Trade conditions in the early days were such that the soaps were made on Monday and sold from house to house during the remainder of the week. The advent of more rapid rail transportation combined with western stores, and better facilities generally for merchandising soap products, offered new vistas for the company. Expansion started and new territories were opened. The Chinese laundries giving way to steam laundries broadened manufacturing operations. The result has been that for the last fifteen years there has been a continual expansion. Starting with a small shack the company now has twenty-two buildings with a floor space of more than twenty acres and a capacity of nearly two million pounds of soap per week, which is distributed throughout the western half of the United States.

The leading brands are "White King," "White King Washing Machine Soap," "Mermaid Washing Powder" and "Mission Bell Toilet Soap."

These brands have been widely advertised throughout the country but especially on the Pacific Coast and in the Mountain territory.

Present officers of the company include C. A. Meyer, president and A. C. Brode, who is vice-president in charge of sales.



C. A. MEYER



A. C. BRODE



J. A. FORTHMANN



AIRPLANE VIEW OF LOS ANGELES SOAP CO. PLANT

Cambridge Soap and Chemical Co., Manhattan Borough, New York City, has increased its capital stock from \$1,000 to \$10,000 to care for increased business.

William Hosken of Hosken & Co. will sail December 10, with Mrs. Hosken on the *Empress of Russia*, for a trip around the world. The tour will take about six months and marks Mr. Hosken's 55th trip abroad.

Lloyd K. Neidlinger, who has been factory manager of the Peerless Tube Co., Bloomfield, N. J., and who has represented his father's company in the West, has left his position with that company to undertake graduate studies in architecture at Princeton University. Mr. Neidlinger, who has been with the Peerless Tube Co. for four years since his graduation from Dartmouth College in 1923, is preparing himself to accept an offer to become an instructor in an eastern college. In assuming his new work Mr. Neidlinger is following an inclination of some years' standing.

While at Princeton he will act as coach of Varsity and Freshman hockey. He succeeds Beattie Ramsey, Canadian Olympic star who has coached Princeton for three years. At Dartmouth Mr. Neidlinger played hockey for three years, and has since that time been playing with the St. Nicholas Hockey Club in the Metropolitan Amateur League. He also was an all-American football player while in college. He went with his father to the Peerless Tube Co. in 1923 and became manager of the factory in 1925 after serving an apprenticeship in each of the various departments.

Dr. G. Blanc, head of the research department of Morel & Co., Grasse, France, died on October 27. Dr. Blanc was one of the most eminent chemists associated with the perfume industry.

He was graduated from the University of Paris with the degree of D.Sc., and devoted his entire career to chemical research in various lines. He collaborated in the compilation of the famous Wurtz Dictionary, the most complete dictionary published in France. He also worked with the famous Bouveault and with him was the originator of the Blanc-Bouveault reaction, a classical chemical reaction. He acted for many years as advisor to leading chemical factories in France until his connection with Morel & Co., which began a little more than 15 years ago. His first position with Morel & Co. was an advisory one, but he was soon made head of the research department, which position he held until the time of his death. He also continued his own laboratory in Paris.

During the War, he was one of the chief supervisors of the French chemical warfare factories, conducting much individual research work on both gas and explosives, and directing a great part of the manufacture of war materials in France.

In addition to his career as chemist, Dr. Blanc found time to indulge in his favorite hobby, that of hunting and fishing. He was an excellent shot and a fine fisherman.

He leaves a widow, one son and one daughter.



THE LATE DR. G. BLANC

Julius Koehler, formerly secretary of Fritzsche Brothers, Inc., New York, died suddenly Wednesday morning, November 9, at his home, 1274 Bergen street, Brooklyn, N. Y., at the age of 61. His death came as a distinct shock to the entire essential oil trade with which he had been identified for many years. Few men have been so widely known in the industry as Mr. Koehler, who has been connected with the firm of Fritzsche Brothers, Inc., since August 26, 1887. In



THE LATE JULIUS KOEHLER

May, 1919, he was made secretary, in which capacity he served until June 30, 1925, retiring on that date from active participation in the affairs of the firm in order that he might devote more attention to his private interests.

His engaging personality, genial manner and sterling character won for him a host of friends throughout the entire country, and the regard in which he was universally held is well exemplified in the statement of

one of the leaders in the essential oil trade that "Julius Koehler was one of Nature's finest gentlemen."

He was born May 8, 1866. He is survived by his wife and two daughters, Mrs. A. Zoellner, Beverly Hills, California, and Mrs. Saxton, of Brooklyn, N. Y.

Mr. Koehler's affiliations were many and for many years he was a member of Manual Lodge 636 F. & A. M. of Brooklyn. Among the honors conveyed on him by his fraternity which he cherished most highly, was that of Past District Deputy Grand Master of the Second Masonic District in Brooklyn. He was also a member of the New York Drug and Chemical Club which he joined in 1903.

Funeral services were held by Manual Lodge at the Masonic Temple in Brooklyn on November 12. Seventy-five members of the lodge and many visiting Masons, as well as Mr. Koehler's friends in the essential oil industry, listened to the impressive Masonic service read by Supreme Court Justice Townsend Scudder, former Grand Master of the Order. He was buried on November 14 after brief private services at his home for members of the immediate family.

Theodore K. Shipkoff, president of Shipkoff & Co., Ltd., Sofia, Bulgaria, sailed on the *Andania*, November 5, after a visit of two months to the American trade. While in the United States, Mr. Shipkoff made his headquarters with Shipkoff & Co., Inc., New York City, of which C. G. Euler is president. He made numerous calls on the trade in New York and vicinity and also visited several points in the Middle West, reporting a very satisfactory trip. He was particularly pleased at the opportunity of visiting so many of his old friends in the trade and with the progress of the American perfume industry, which he hopes will soon enjoy the pre-eminent position held by other American industries in the world markets.

Dr. Clemens Kleber, head of the Clifton Chemical Laboratory, Clifton, N. J., and Consulting Editor on essential oils for this journal, is enjoying a well earned vacation trip in Virginia.

The cross of a Chevalier of the Legion of Honor was formally presented to W. G. Ungerer, president of Ungerer & Co., at a dinner given by Senator Eugene Charabot at the Brevoort, on the evening of Armistice Day. About thirty-five guests were present including many of Mr. Ungerer's friends in the perfume and raw materials industries.

Seated at the first table were Senator Charabot, Mr. Ungerer, M. M. Sterling, and John Dubé, of Coudert Brothers, the two last named being already members of the Legion. Speakers at the presentation were B. T. Bush, Frank Sullivan, Wm. E. Swindell, Frank Woodworth, R. B. Stoddard and the Editor. Mr. Bush spoke at some length and said that the two great prides of his life were in knowing General Leonard Wood, former Governor General of the Philippines and W. G. Ungerer.

Mr. Woodworth referred in feeling manner to the pleasure which the staff of Ungerer & Co., received from the knowledge that their head had been so signally honored by the French Republic. Mr. Stoddard who was formerly connected with the Ungerer organization paid a feeling tribute to his old friend and associate. Mr. Swindell referred to his many contacts with Mr. Ungerer in the supply branch of the perfume industry and to the unselfish co-operation which always resulted from their association in business affairs. Mr. Sullivan paid a personal tribute from the viewpoint of the intimate relations which he has enjoyed for many years with Mr. Ungerer as personal attorney.

The Editor commended Mr. Ungerer for his unselfish services to the cause of France and dilated upon the fact that as an American he must recall that more than half the troops under Washington's command at Yorktown were French and that the entire fleet which bottled up Cornwallis in the final campaign of the Revolution, 144 years ago, was a French fleet under command of the Count de Grasse.

The medal was presented by Senator Charabot on behalf of the President of France. In presenting it, the speaker

depicted the storm which broke upon the world in 1914 and the tremendous sacrifices in blood and treasure involved. He told of the French courage which never flinched while sustaining the weight of heavy losses and to the cheering notes from friends in the United States as when in 1916, Mr. Ungerer established the fund which resulted in the purchase of two ambulances which saw service in some of the bitterest of the fighting. While noble in itself, this act was but one example of the many sacrifices made in the United States, which will form an imperishable page in the history of the two nations and the more appreciated as coming prior to the entry of the United States into the struggle. Senator Charabot concluded by presenting the cross in the name of the President of the French Republic with the statement that he felt it had seldom if ever been given to a more worthy person and an expression of his great personal pleasure in the opportunity of presenting it to one who had been his lifelong friend.

The formal exercises were closed by three ringing cheers for the recipient of the honor. Mr. Ungerer was so overcome with emotion that he could only briefly thank his many friends for the confidence and praise which they expressed toward him.

On the evening of October 27, the Lafayette Hotel, New York, was the scene of a dinner given by Senator Charabot to employees of Ungerer & Co. This dinner which has come to be an annual affair is looked forward to with much pleasure by the staff of the American firm, and the latest of the series was by no means an exception to the rule. An excellent dinner was followed by brief inspirational talks by Senator Charabot and officers of Ungerer & Co. and the evening closed with entertainment and dancing. About thirty were present including Senator Charabot, W. G. Ungerer, F. H. Ungerer and Harry Glemby, who was the only guest outside the Ungerer organization. The employees presented him with a leather traveling escrtoire.

Dr. Charabot sailed for home on the *Ile de France* Nov. 19.



SENATOR CHARABOT'S DINNER TO EMPLOYEES OF UNGERER & Co.

Outside Table, left to right: Charles Fischbeck, Miss Mabel Owen, W. G. Ungerer, Dr. Eugene Charabot, F. H. Ungerer, Miss Ruby Hunter, F. K. Woodworth, Miss Mildred Hansen, M. Butler, Miss Hazel Fraser, F. Remeschatis, Mrs. Emma Collon, John Lenihan, Miss F. Gessner, Wm. Brogan, Robert Slater, Miss Clara Bruske, Albert Hegener. Inside table background: Miss G. Quinn, D. Esposito, Miss E. Wiseman, Hung Kwang, Miss Anna Farrell, Jack L'Homme, Miss Norma Wulf, Miss Mary Devlin, Foreground: George Branigan, Miss Sadie Sandler, H. B. Moore.

Kurt Walwer, vice-president of Pfaltz & Bauer, Inc., New York City, returned on the *Albert Ballin* October 31 from a European trip during which he visited the firms for which his company is the American representative. He visited in succession Holland, Belgium, Germany, Switzerland, Italy and France, covering most of the centers of production of essential oils and other perfume materials, observing conditions and conferring with officials of the companies in which his house is interested.

"Jack" Rindell, one of the efficient aides of his father, Charles A. Rindell, of Chicago, spent the last week in October visiting some of the Eastern companies for which Charles A. Rindell, Inc., are Chicago and Western representatives. He spent five days in New York and vicinity and also stopped in Baltimore, returning to Chicago.

Majestic Metal Specialties, Inc., New York, has just announced that the Rindell company has been selected as its representative in Chicago. In addition to this new account, the company also represents Addison Lithographing Co., lithographers; Stanley Manufacturing Co., metal seals; A'Cadia Powder Puff Co., powder puffs; White Metal Manufacturing Co., collapsible tubes and sprinkler tops; Metal Package Corporation, metal containers; Kolmar Laboratories, vanities and lipsticks; and Waterbury Paper Box Co., paper boxes.

When the new building of F. N. Burt Co. Ltd., manufacturers of paper boxes, was dedicated at Buffalo, late in April of this year, more than a hundred of the older employees of the company presented a handsome bronze testimonial tablet to Miss Mary R. Cass, general manager.

The tablet was executed by the Gorham Co. It is about 20 inches high and is arranged with swinging doors which open and close it and upon which are inscribed the names of the employees who participated in the presentation. The



MISS MARY R. CASS



THE TABLET

inscription reads: "Presented to Mary R. Cass by a group of the older employees of F. N. Burt Co., Ltd., on the occasion of the erection of the new building as a testimonial of their regard and high esteem, and in recognition of her thoughtful consideration, friendly counsel and sincere interest displayed toward them."

The new building, a description and photographs of which appeared on page 159 of our May issue, increases the floor space available for manufacturing and office purposes by more than 70,000 square feet and is one of the most modern and completely equipped paper box factories in the United States.

James McKnight, popularly known as "Genial Jim" to his many friends in the trade, has once more favored us with his annual subscription visit. Genial Jim is starting now on his last trip of this year, which marks the beginning of his twenty-first year with George Lueders & Co., of New York City, whom he represents in the Mid-West and contiguous territory. His proverbial good nature is one of the bright elements of his selling orbit.

A. E. Bruns, president of the Metal Package Corporation, New York City, sailed with Mrs. Bruns on the *Hamburg* on October 24th for a two-months' European trip. They expect to travel through Germany, England and France.



A. E. BRUNS

While primarily in the nature of a pleasure trip, Mr. Bruns will spend considerable time observing and investigating the trend of the metal container business in Europe.

Upon the eve of their departure, Mr. and Mrs. Bruns were tendered a bon voyage dinner and entertainment by the other officers of the company and their wives, and a goodly group saw them off at the pier.

Dr. Martin Szamatolski, chief chemist of Givaudan-Delawanna, Inc., returned to New York on the *Roma*, November 4. Dr. Szamatolski spent two months in visiting various European centers of the perfume industry, traveling through France, Switzerland, Germany and Italy. He spent several days at the plant of L. Givaudan & Co. at Geneva, in consultation with the technical men of the company.

The National Tuberculosis Association has started work on its 20th annual Christmas seal sale. The work of the association is too well known to require extended comment. It is our hope that our readers will co-operate with the association this year as earnestly as they have in the past. An announcement regarding the campaign of the association appears on advertising page 96.

John F. Friden, head of the research division of the Sun Tube Corporation, Hillside, N. J., expects to sail for Europe on the new Swedish motorship *Goodsal*, December 9. Mr. Friden will spend about eight weeks studying the collapsible tube situation in Europe and especially the latest developments in tube manufacture.

Charles Silvin, president of Société des Papiers Keller-Dorian, Lyon, France, and also of the Keller-Doran Paper Co., New York City, accompanied by his son, Jean, have completed a tour of Canada and are now visiting the principal places of interest in the United States.

Sidney Ash, president of Reich-Ash Corporation, has the honor of making the first contribution, a check for \$2,500, to the fund of the Union Temple of Brooklyn. In recognition of his generosity, a special letter of appreciation was written to him by Judge Mitchell May.

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Theodor Schulze-Berge, secretary-treasurer of Heine & Co., New York City, and brother of Paul Schulze-Berge, Jr., its president, has returned from a two months' trip abroad. Most of the time was spent at Leipzig at the main offices of Heine & Co. and the balance was spent in Bonn where the 75th birthday anniversary of his father, Paul Schulze-Berge, was celebrated. In addition to considerable time spent at the Leipzig headquarters of the company, Mr. Schulze-Berge also went to the factory at Groba-Riesa in company with Hans Erich Steche, son of Hans Steche, Chairman of the Board of Directors of the company. A good idea of the layout of the works may be had by an examination of the airplane view in the accompanying photograph. In this connection it is interesting to note that four new buildings have been added to the establishment since the photograph was taken.

Visitors are always welcome at the factory, and in view of the many interesting things that may be seen there, it is hoped that men in the American industry who visit the continent will make it a point to inspect the plant.

Once a year the Association of German Soap and Perfumery Manufacturers takes off a few days for its summer excursion, this year going to the plant of Heine & Co., at Groba. The association waited until the main summer vacation time was over and then the inspection days were set as of August 20 and 21. The district groups of Berlin, Magdeburg and Dresden sent out a joint invitation to the members. Participants from Berlin numbered 37 and 55 participants came from the various cities of Central Germany. Colleagues from Berlin, Magdeburg, Leipzig, Dresden, Halle, Dessau, Braunschweig and many other cities met and were very glad indeed to again be able to pass a few enjoyable, and at the same time, instructive hours among business friends.

Hans Steche, Chairman of the Board, of Heine & Co., greeted the guests and expressed his satisfaction that so many old and new colleagues had appeared for the inspection of the plant in Groba. President Koeppen of the association expressed the deepfelt thanks of the soap and perfumery manufacturers to the firm of Heine & Co., for making the visit possible.

The following day everybody assembled again at the Saechsische Hof for breakfast. During breakfast also the last colleagues arrived and at about 9:30, ninety-two participants were carried by means of a giant passenger omnibus to the plant. There a group picture was taken of those present. Thereupon the gathering adjourned to the great lecture room of the plant in order to listen to a highly interesting and very comprehensible lecture delivered by W. Retzmann, an officer of Heine & Co.

Mr. Retzmann first of all again expressed his thanks that the Association of German Soap and Perfumery Manufacturers had made the suggestion to visit the Groba factory of

Heine & Co., and expressed his pleasure, in the name of the firm, in being able to welcome the ladies and gentlemen at the home of the company, stating that the firm thought it of great importance that those parties, who are using in practical operation the products of the company, should have some idea as to the obtaining and manufacture of these products, and of the scientific and technical equipment required for same.

In order to facilitate the understanding of the manufacturing processes, when inspecting the plant, he first of all gave some general information in regard to the manufacture of the essential oils, the apparatus required for this purpose, and what happened during distillation and extraction. Thereupon the lecturer gave a short report on the development of the firm of Heine & Co. to its present importance and the development of artificial flower oils hand-in-hand with such development. He gave a short resumé of the creation of such a flower oil and of the difficulties to be overcome in this connection.

A tour through the plant and the flower cultivations under expert guidance, completed, by a practical demonstration, the information which the members of the association had obtained of this interesting branch of manufacture.

The lecture and the tour through the plant lasted until after 2 P. M. and then dinner was served at the Saechsische Hof, which dinner proved excellent in every way. During the dinner, many speeches were made and the soap manufacturers also gave vent to their spirits in song.

Announcement is made on advertising page 105 of the forthcoming fifth annual Mid-West Beauty Trade Show, which will be held at

the Sherman Hotel, Chicago, April 9, 10 and 11, 1928. The exhibition, which will occupy an entire block, is under the auspices of the Chicago and Illinois Hairdressers' Association, Inc. Columbus D. Behan, the business manager, has already begun active preparations to make the fifth annual event of wider scope and more importance than its successful predecessors. The outlook is considered good for extensive exhibits by manufacturers of toilet preparations, perfumery, soaps and allied products. Information regarding plans and diagrams can be obtained from Mr. Behan, whose address and other particulars are given in the announcement.

E. Lelong, New York City, American representative for Payan & Bertrand, Grasse, France, and Société Sopros, Mantes (sur Seine), France, has returned from an extended trip through the Middle West and South, much impressed with the outlook for the coming year. He spent considerable time in Chicago, calling on the trade in company with Joseph De Lorme, Chicago representative.

Early in the new year, Paul H. Lelong, who is associated with his father, expects to go on a similar trip and also to visit the trade in New England.



PLANT OF HEINE & CO. AT GROBA

Karl Voss Corporation has appointed Sewell H. Corkran, sales representative, effective December 1, in the metropolitan district, New York State and New England.

Mr. Voss, president of the corporation has been in the box industry for about fourteen years. He established the business the beginning of 1924 and has made enviable progress. The company occupies a floor in the Lipton Bldg., 15th street, Hoboken, N. J., overlooking the Hudson River, and this daylight factory is well equipped with modern types of box-making machinery.

Mr. Corkran is well known to the trade, having been associated since 1919 with A. H. Wirz, Inc., manufacturers of collapsible tubes and sprinkler tops. He has a wide acquaintance with manufacturers in this territory, and will be added strength to the sales department of this additional account.



KARL VOSS (RIGHT)
AND SEWELL CORKRAN

Art Tube Co., Rence Place, Irvington, N. J., whose series of advertising announcements begins on page 108, has been organized by Fred Rentschler and associates. Assisting Mr. Rentschler in the operation of the company are Erwin and Warner Rentschler, his sons, and Max Schilling. Mr. Rentschler has been engaged in the collapsible tube business for 31 years, both here and abroad.

Theodore Haebler, treasurer of Morana, Inc., with Mrs. Haebler, returned on the *Columbus* October 15 from a vacation trip in Europe. Mr. Haebler visited points of interest in Italy and France, stopping some time at Grasse and also calling on Haarmann & Reimer at Holzminden, Germany.

His son, Dr. William G. Haebler, head of the research and experimental department of Morana, Inc., with his wife, returned on the *Olympic* October 25 after several months spent in visiting the various firms for which his company is American agent. Father and son met only at Genoa during their whole stay in Europe.

Reports of the American Telephone and Telegraph Company show that long distance business is steadily increasing, with more circuits being provided so that connections between important cities can be obtained with great speed.

There is an increase in long distance calls of over 11 per cent, as compared with the same period a year ago. Toll and long distance conversations now average 2,374,000 daily, as compared with 149,000 in 1900.

The company's last reports show long lines gross revenues of \$27,065,594 for the first five months of the year, which, in spite of substantial rate reductions made last October, compares with \$25,191,525 for the same period of a year ago. Extensions to plant, as well as revenues, continue to grow along normal lines.

François Goby, of Tombarel Frères, Grasse, France, who has been spending some time visiting the American representatives of his company, Orbis Products Trading Co., of New York, returned late in October from a fishing trip in the North woods with a party of Canadian friends. The party made its headquarters at the Kanaroon Club, about 140 miles north of Montreal, and fished the lakes and streams in that section for trout. Like all true disciples of Izaak Walton, Mr. Goby returned with many wonderful stories of the fish that were caught and those that got away. In all, the party set a record of over 200 trout, the largest catch in a single day being 26, taken by Mr. Goby himself.

Mr. Goby returned to France on the *De Grasse* November 9, but is already making plans for his trip to America next year.

William H. Triest has accepted a position in the sales organization of the J. Hungerford Smith Co., Rochester, N. Y., manufacturers of flavors. Mr. Triest will travel the New England and Atlantic States territory for the company, specializing in sales of vanilla extract in bulk. His headquarters will be at the New York office. For the last five and one-half years he has been connected with the H. Triest Co., Inc., importers of vanilla beans, of which his father is president.

The Emery Candle Co., Cincinnati, Ohio, has just established a fellowship at the Mellon Institute of Industrial Research, University of Pittsburgh, Pittsburgh, Pa. Through the generosity of this company and its president, J. J. Emery, Dr. Robert N. Wenzel of Palo Alto, Calif., has been appointed to direct this fellowship. The work of the fellowship will be principally research in tallows and greases, looking toward the betterment of distillation and saponification processes in the stearic acid and red oil industry.

Dr. Wenzel was formerly a professor of chemistry at Leland Stanford University and has for several years been



J. J. EMERY



DR. ROBERT N. WENZEL

connected with industrial research of various kinds. For some time he was connected with the research department of the Monsanto Chemical Works, St. Louis, and later with the American Smelting and Refining Co. He is well acquainted with oil and fat chemistry problems and the results of his work will be watched with considerable interest by the soap industry, which will undoubtedly greatly appreciate the generosity of the company in founding the new fellowship. Dr. Wenzel has already begun the preliminary work in connection with the fellowship and is now established at the Mellon Institute in Pittsburgh.

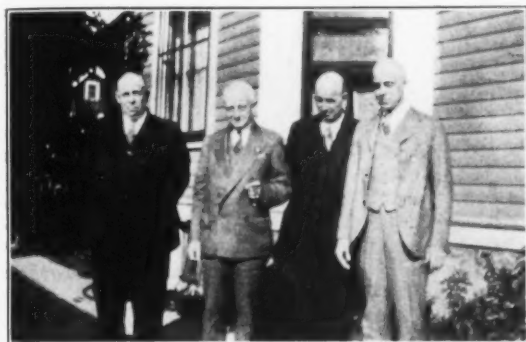
Addington Doolittle, secretary of Compagnie Parento, Inc., Croton-on-Hudson, New York, expects to sail on the *Pennland*, December 3, for a trip of six weeks in Europe, during which he will visit firms which his company represents in America and look over the European situation in perfume raw materials.

The first 1928 wall calendar of the season has just been received from the Rossville Co., Lawrenceburg, Ind. It is ornamented by a life-like portrait of a handsome young lady, originally painted on a black background. Taken altogether it is both artistic and attractive.

H. L. G. Dalrymple, secretary of Trade Laboratories, Inc., Newark, N. J., has returned from a month's vacation trip which covered 3,000 miles through nine states.

An interesting feature of the trip was the meeting for the first time since 1893 at the Chicago World Fair of Mr. Dalrymple with his three brothers who are shown in the accompanying picture. They are, reading from left to right: John L., former Representative from Colorado; H. L. G., Roy D. and Claude J. Dalrymple.

All are married except H. L. G. Dalrymple. Two are



JOHN L., H. L. G., ROY D., AND CLAUDE J. DALRYMPLE

fathers of four children and Roy D. Dalrymple has five daughters. Unfortunately the children of Representative Dalrymple were not in Milwaukee but H. L. G. Dalrymple met for the first time nine nephews and nieces, which, he records, was one of the most enjoyable experiences of his life. All four brothers are Masons and at a meeting in a Milwaukee lodge, each one was called upon to make an address. Considerable amusement was caused when H. L. G. Dalrymple publicly forgave Representative Dalrymple for trying to pawn him off as an older brother.

C. G. Euler, importer of essential oils and president of Shipkoff & Co., Inc., New York City, sailed on the *Vendam* November 3 for a visit of about five weeks in Europe. Mr. Euler will go to Paris and also some of the centers of perfume raw material production, but, as he expressed it, "will not rush around too much on business matters." He looks upon the trip as a vacation as much as a business journey. He has chosen the *Vendam* rather than one of the faster ships with this in view, as well as on account of his friendship for Captain Krol of that vessel. Mr. Euler is a keen observer of men and affairs and will doubtless have some interesting comment on the European perfume industry to make upon his return.

Miss Helen Dolores Fitzsimmons, daughter of Mr. and Mrs. Charles J. A. Fitzsimmons, of 10 Pierpont street, Brooklyn, was married on October 20 to Robert Livingston Cahill in the Church of the Assumption, Brooklyn Heights. The ceremony was performed by the Rev. Gerald C. Treacy, S. J. The bride's father is president of the Orbis Products Trading Co. of New York City.

These extracts from an account in the New York *American* will be read with interest by numerous friends of the family:

"I have never seen a more beautiful bride than Helen Dolores Fitzsimmons made when, arrayed in her nuptial habiliments, she walked down the aisle in the Church of the Assumption and became Mrs. Robert Livingston Cahill. The interior of the church was an Autumn bower, the chancel being banked with tree ferns and palms interspersed with white dahlias and bronze tinted oak leaves, and on the altar were vases filled with dahlias. Clusters of the same flowers were tied to the pew ends, forming a floral lane for the bride and her father, who presented her in marriage.

"The new Mrs. Cahill's bridal gown of lustrous ivory-colored velvet was fashioned along straight, simple lines, the round-necked bodice being finished with long, tight-fitting sleeves. The gown was heavily embroidered in silver, and the long, square court train was also embellished with silver embroidery. Helen's voluminous tulle veil was fastened in place with a coronet of orange blossoms, and she carried an ivory prayer book, with a marker of white orchids.

"Miriam Fitzsimmons was her sister's maid of honor and wore a frock of apricot-colored velvet, with a hat to match, and carried a bouquet of apricot-colored dahlias. The bridesmaids, who included Mrs. John P. Carey, Mrs. Charles Thomas Kavanagh, Peggy Reeves and Helen McGoldrick, were gowned alike in pond lily yellow velvet frocks and completing their costumes were bouquets of peach-colored dahlias, combined with Autumn leaves.

"Little Eileen Fitzsimmons, in a quaint chiffon dress, a poke bonnet and carrying an old-fashioned bouquet of peach colored rosebuds, served as flower girl.

"For his best man the bridegroom, a son of Mrs. Thomas Francis Cahill, had his brother, Thomas Cahill, and the ushers were John Francis Keating, Charles Thomas Kavanagh, E. Gaston Higginbottom, John A. Coleman, Jr., Charles Fitzsimmons, Jr., and John Quincy Adams."

At the close of the ceremony there was a large reception and wedding breakfast at the Park Lane, and at midnight the newlyweds sailed on the *Ile de France* for a two months' honeymoon abroad.

Emile Schlienger, senior partner of Bertrand Frères, Grasse, France, sailed on the *Leviathan*, November 12, after a visit of a month. With P. R. Dreyer, president of the American branch of this company, Mr. Schlienger visited the trade in New York and vicinity and in the Middle West, returning to New York November 2 well pleased with results and with the reception accorded him by his many friends in the trade throughout the country. His visit next year, when he will be accompanied by his son Hubert, will, according to present plans, be more lengthy and more in the nature of a pleasure and sightseeing journey and will take him to the Pacific Coast, a section of the United States which he has not yet visited.

Frank Z. Woods, manager of the Chicago branch of the Federal Products Co., was a New York visitor this month.

E. E. Loomis, president of the Lehigh Valley Railroad, has been elected to the board of the American Can Co., succeeding Francis Hine, deceased. Mr. Loomis is a director of many transportation, coal and water companies.

W. Kyle Sheffield, vice-president and secretary of the New England Collapsible Tube Co., who composed "The Long Cheer March" for Yale University, was pressed into service as leader of the Yale band which came to New York City November 16 to play the new song at the Yale Club.

The Robert Walker Co., toilet preparations, of Detroit, has appointed the Pratt-Moore Advertising Co., of that city, to direct its advertising account. The Walker company will use newspapers.

Edward S. Hagerthey, manager of the New York office of T. C. Wheaton Co., Millville, N. J., was re-elected councilman of Roselle Park, N. J., by an overwhelming vote on Election Day. Mr. Hagerthey received the votes of 85 per cent of all registered voters, regardless of party.

Jules Bayet, president of Cristalleries de Nancy, Nancy, France, sailed on the *France* October 29, after a visit of about a month in the United States. While here he made his headquarters with the French American Glass Co., New York City, sole agents in the United States for Cristalleries de Nancy. In company with Andre Griffon, president of the French American Glass Co., Mr. Bayet called on many firms in the metropolitan district and expressed himself as highly gratified with the reception that was accorded him.

In conjunction with the recent convention of the National Beauty and Barbers' Supply Dealers Association in Chicago, George E. Davis, president of the Davex Corporation, gave a dinner to about 65 of the jobbers who handle the products of his company. The dinner was held at the Hotel Stevens on the first evening of the convention, October 31. After an excellent repast, Mr. Davis and his distributors talked over the prospects for continuing the steady increase in the sales of his line and the excellent work which has been accomplished during the last year. Mr. Davis also had a very attractive booth at the convention and reports a very successful week in Chicago.

Friends of Sidney Ash, president of Reich-Ash Corporation, will be interested to learn that his son, Emanuel Ash, has announced his engagement to Miss Muriel Judis, daughter of Mr. and Mrs. Robert Judis, of Brooklyn. The wedding will take place at the Leverich Towers Hotel, Brooklyn, on the evening of February 12, and arrangements are being made for an elaborate ceremony.

Young Mr. Ash was graduated from Columbia College in 1924 and since then has been associated with his father in the Reich-Ash Corporation and its allied companies. He has shown such commendable work that an interesting announcement will be forthcoming from the Reich-Ash Corporation soon after the new year. He is a member of the Unity Club of Brooklyn, and the Grove Club of Long Island, and like Miss Judis, is very popular among the younger set.

Leon C. Namy has returned to this country after several years spent in Europe and has resumed his former position as salesman for the Orbis Products Trading Co.

Since leaving that position he has been engaged in business with his brother in Europe, but has decided that he likes America best. As soon as he had decided to return to his former position, Mr. Namy went to Grasse, where he spent two months in the plant of Tombarel Frères, studying the situation in natural flower products. Later he spent six months at the plant of Th. Mühlethaler, S. A., Nyon, Switzerland, three months of which were spent in the Mühlethaler school for perfumers and three months assisting in the technical work at the plant.

Mr. Namy's many friends in the trade will be glad to learn of his decision to return to America.

Mathieson Alkali Works, Inc., New York City, has acquired the ammonia business of the B. P. Clapp Ammonia Co. This firm was one of the earliest manufacturers of ammonia in the United States and operated from offices in Cincinnati, Louisville, Washington and Providence.

This step is further evidence of the expansion of the activities of the Mathieson Alkali Works in the distribution of ammonia throughout the United States. The company manufactures ammonia from the air at its plant in Niagara Falls.

Interesting as indicating renewed belief in the effectiveness of advertising and a renewed interest in efforts to reach the toilet preparations industry and connoting the use of this publication as a most effective means of accomplishing this end is the increase of several pages occupied by new advertisers or by old advertisers who are increasing their space in this issue. Among these may be mentioned the following: August Giese & Son, who in this issue are using an attractive insert on filter paper between advertising pages 154 and 155; Art Tube Co., who appear on page 108 for the first time; Brighton Copper Works, also new advertisers, with attractive copy on page 137, and Mixing Equipment Co., which returns to its former place as a regular advertiser on page 137.

François Amic, one of the directors of Etablissements Roure Bertrand Fils and Justin Dupont, S. A., Grasse and Argenteuil, sailed on the *Berengaria*, November 11, after a six weeks' visit to the American trade. He made his headquarters with the George Silver Import Co., New York, representative of his company in the United States and Canada.

Gabriel Varvat, who accompanied Mr. Amic to the United States, will remain here, in charge of an experimental and research laboratory, now being organized by the American branch as an aid to manufacturers of perfumes, soaps and other toilet preparations.

August Goertz & Co., Inc., Newark, N. J., have moved their New York office to 525 Sixth avenue. The new offices are more commodious than the former ones and afford better facilities for serving the trade in the metropolitan territory.

C. Randall Hammond, manager of the New York branch of the Rossville Co., sent a card from Augusta, Ga., late in October with the news that he was "enjoying a short visit in the Land of Sunshine."

Chicago Trade Notes

Judge Ira Ryner in the Cook County Circuit Court has entered a decree for a permanent injunction restraining the City of Chicago from demanding that various firms must take out licenses under ordinances relating to chemical, drug and paint factories, stores and laboratories. The decree protects four members of the Chicago Perfumery, Soap and Extract Association, and the litigation was successfully conducted by its attorney, Thomas J. Hickey, the case being handled by John S. Hall, of his office. An appeal has been taken by the City of Chicago, but the lawyers believe Judge Ryner's decision will be sustained by the higher court.

The suit was a long-drawn out affair and was bitterly contested by the city. The bill was filed on July 15, 1924, on behalf of Franco-American Hygienic Co., American Perfumeries, Antoine Chiris Co., White Cross Laboratories, Federal Products Co., Rhodia Chemical Co., Dodge & Olcott Co., Mallinckrodt Chemical Works, I. D. Faden, Clarence Morgan & Co., Arbuckle Bros., and Frank Z. Woods. A technical objection was entered by the city that the suit was "multifarious" in that parties in different lines of businesses were made co-complainants. The Court sustained the city's objection on this point and a new suit was instituted with plaintiffs whose principal business consists of the manufacture and sale of perfumes and toilet articles. In accordance with this selection the case was continued in the names of Franco-American Hygienic Co., American Perfumeries, White Cross Laboratories and Mallinckrodt Chemical Works.

While the decree technically protects only the four firms last mentioned, it is not believed the city will attempt to collect license fees from any of those who were parties to the original bill, but if the city does molest any of these, another injunction suit will be filed on their behalf.

Edward W. Zabel, formerly vice-president of the Economical Drug Co., Chicago, which was taken over recently by the Walgreen chain, is now with the latter organization. Mr. Zabel has had a long and extensive experience in the trade, one of his posts having been for nine years that of buyer and manager of the drug department of The Fair, Chicago.

Billy B. Van, the comedian and soap manufacturer of Newport, N. H., writes friends in Chicago that he has recovered his health and that the company has moved into a new and larger factory building that has plenty of sunshine. He adds that Pine Tree products have a larger sale than ever before in the history of the company.

W. R. Barrett has been made assistant superintendent of the Chicago plant of E. I. du Pont de Nemours & Co., Inc.

S. L. Talmy, H. A. Touroff and S. H. Goodfriend have organized the Tarto Cide Co., with offices at 208 West Lake street, and capital stock of \$2,100 to manufacture and deal in drugs and cosmetics.

The Lady Esther Co., manufacturer of toilet goods, has placed its advertising account with the Rosenberg agency which will use newspapers to increase the demand for the products of the company.

The Allen B. Wrisley Co., manufacturers of Olivio toilet soap, perfumes and general soap products, has purchased a tract of land in the Clearing Industrial District for erection of an extensive plant at 65th street and Oak Park avenue, Chicago. A first unit is being constructed which will include the general offices and toilet preparation laboratories. This will be followed immediately by a second unit which together will give the Wrisley Co. one of the most modern and well equipped factories of its kind in the country.

The company is one of the oldest manufacturing concerns in Chicago, having been established in 1862 when the Wrisley brothers, George and Allen, started boiling soap in a little store on Clark street between Harrison and Van Buren, at that time well on the outskirts of the business district. Today they have the distinction of being the only house of such age in Chicago with one of the original founders still the active head of the business. Allen B. Wrisley commutes daily from Lombard, is the active president of the company, and has been instrumental in selection of the Clearing district as the future site of the business.

Just over a year ago the Wrisley factory at 925 South Wells street was completely destroyed by fire in one of the most spectacular blazes of the year. The present announcement, therefore, marks the establishment of the company in a new permanent home with adequate facilities for continued growth and expansion. For the convenience of its many friends in the trade a downtown sales office and show room will be maintained in the Republic Building.

Arthur S. Butler, director of Butler, Ltd., Sydney, Australia, was a visitor at the headquarters of the U. S. Bottlers' Machinery Co., this month. His company has recently taken over the U. S. line for Australia, New Zealand, British India and London, and the visit was for the purpose of getting personally acquainted with the line and organization. Sales manager A. H. Ross showed the distinguished visitor the equipment turned out by the company. The Butler organization is among the most progressive in the British Empire and has placed a nice volume of business with the U. S. Bottlers' organization.

Moline Laboratories, Inc., Moline, Ill., manufacturer of flavoring extracts, has been incorporated with \$25,000 capital and will enter upon manufacturing a line of pharmaceutical products. A. Biesmann is in charge of the new venture, which will be under way by the end of the year.

J. L. Younghusband, Roy E. Olin and A. J. Petit have organized the Delicia Laboratories with offices at 2220 Wellington avenue and a nominal capital of \$1,000 to manufacture and deal in cosmetics, bath salts and toilet preparations. Later on another change was certified to the Secretary of State at Springfield changing the name of the company to Kissproof, Inc., which is the name of the advertised brand put out by the company during the last two years.

D. Bruce Morgan, George A. Roush and E. L. Pettit have organized Renee, Inc., with offices at 5954 West Lake street, Chicago, to manufacture and distribute a line of toilet creams and other cosmetics. The company has a capital stock of 10,000 shares of no par value.

G. A. Lloyd, D. S. Watts and F. C. E. Ludgren have organized the Standard Products, Inc., with offices at 1104 South Wabash avenue, Chicago, to make investigations and experiments for the toilet goods trade. The company has a capital stock of \$10,000.

The trade was sorry to hear of the death of Leon A. Wolters, president of the Thoro Corporation, with offices at 217 West Huron street. He died suddenly while playing golf at the Oak Hill Club grounds with some friends. He was 63 years of age, a member of the Mystic Shrine and a 33rd degree Mason. The company manufactures toilet preparations.

Will A. Susanka, representing Capes Vicosé, Inc., has moved his Chicago office from 143 West Kinzie street to 22 West Kinzie street. The building where he was formerly located is being torn down.

John Kvale, manufacturer of powdered soap products, has leased factory space at 429 West Superior street.

W. L. Daniel, S. F. Knox and P. F. Daniel have organized the Daniel Co., with offices at 7500 Stony Island avenue, Chicago, and will handle drugs, cosmetics and other lines. They have authorized capital stock of \$15,000.

Lewis Bennett, Berthold Bondy and I. S. Blumenthal have organized the Bondy Edelman Importing Co., with offices at 1145 West Jackson boulevard, Chicago, to manufacture and deal in cosmetics, toilet articles and containers. The company has capital stock of \$15,000.

James S. Kirk & Co. have started a newspaper campaign on their radiator glycerine under the name of "Kirk's Eversafe." They are featuring the emblem of the Glycerine Producers' Association in their copy to the trade.

Henry C. Carlson has been elected a vice-president of Armour & Co. and his many friends in the trade are glad to hear of his well-merited promotion. He has been with the company thirty-five years.

A receiver has been appointed for the Standard Laboratories, Inc., which filed a voluntary petition in bankruptcy with liabilities of \$602,939 according to the report. Edwin D. Buell was appointed receiver by Federal Judge Cliffe.

T. H. Tupper has been made sales manager of the Primrose Laboratories and reports the demand for the line, of cold cream, compacts and lipsticks put out by the company under private label for the manufacturing trade as very strong. Some of the largest houses in the Chicago territory are now using Primrose products.

Ray Whidden, vice-president of Bauer & Black, has been elected president of the Glen View Lodge Co. which is to build a fine hotel and sanatorium at Glen View, Ill. Robert E. Hallowell is secretary and Edward P. Russell vice-president of the company.

Charles S. Herron, formerly with the now defunct firm of Rockhill & Viotor, New York, and R. G. Brown, formerly with Innis, Speiden & Co., in Chicago, have joined the Chicago branch of George Lueders & Co., of New York.

Frank S. Baker addressed the last meeting of the Chicago Perfumery Soap and Extract Association held at the Hamilton Club and told the members about the plan for a drug and toilet goods warehouse and office building that was under way. He asked the members if they would support such a movement. It was taken under advisement for action at a later meeting.

The E. N. Rowell Co., Inc., was admitted to the membership of the association.

Secretary W. L. Filmer has plans for an extensive winter program for the club and is bending every effort in co-operation with the other officials of the club to put them over in a big way.

NEW PUBLICATIONS, PRICE LISTS, ETC.

E. I. DU PONT DE NEMOURS & Co., Inc., Wilmington, Del., sends us a copy of the anniversary number of the *Du Pont Magazine*, which contains many interesting facts concerning the history, development and growth of the company during the last 125 years. It is handsomely illustrated and splendidly printed.

DODGE & OLCOTT Co., 87 Fulton street, New York, has issued a new price list of de Laire synthetics giving brief descriptions of each product along with current quotations and other data.

PIERRE LEMOINE, INC., 108 John street, New York City, has issued a wholesale price list under date of November 1. Several additions to the Lemoine line are specially mentioned in the new catalogue.

STANLEY MANUFACTURING Co., Dayton, Ohio, has issued a circular to the trade explaining that the Stanley sample books of Christmas cards and seals show the retail and not the wholesale prices, as dealers are expected to show them to their customers. This has led some dealers to order small lots, so they are advised that only carton lots can be sent on account of the low quantity prices of the seals.

E. M. LANING Co., Inc., 78-80 Greenwich Street, New York, importers and manufacturers of perfume raw materials, have issued a large new 16-page price list of their Elko specialties and the products of Parosa, essential oils, Issy-les Moulineaux, Paris, France, and Charles Lacour, sphinx seals, Paris, France, for which firms they are the sole American representatives.

THE AMERICAN DRUGGIST for November continues the high standard set by that publication since its recent change in ownership. Emphasizing the trend of modern drug store practice, the publication continues to use articles of general as well as trade interest, splendidly illustrated and adequately written. Among the many interesting special articles in the November issue is a comparison of the profit and pleasure in the drug business with that in groceries, hardware, shoes and other lines of retail business. Another is headed "Cut the Cost of Buying." Still another, headed "No Lipstick," discusses the women's viewpoint on pending cosmetic legislation. Trade problems are handled under the headings "How Free are Free Deals?" and "When Not to Stay in Business." The whole is pleasingly presented and well dressed. We feel sure that retail druggists in greater and greater numbers are getting the *American Druggist* habit.

IN MEMORIAM FOR DEPARTED FRIENDS

ALLEN, WILLIAM C., of Stafford Allen & Sons, essential oils, London, England, November, 1908.

BAKER, E. S., senior partner of S. F. Baker & Co., and Mrs. Baker, Keokuk, Iowa, November, 1924.

BOOTH, ARTHUR OLCOTT, treasurer of Dodge & Olcott Co., New York, November, 1921.

BOOTH, EMERY T., perfumer, New York, November, 1911.

BROMUND, ERNEST A., manufacturer of wax products, New York, November, 1918.

BURNHAM, EDWARD, pioneer toilet goods manufacturer, Chicago, November, 1924.

CUDAHY, MICHAEL, soaps, Chicago, November, 1910.

ECKERT, EDWIN G., flavoring extracts manufacturer, Hanover, Pa., November, 1914.

GATTAFOSSÉ, ROBERT, perfume expert and author, Lyons, France, died in the service, November, 1918.

GROSSMITH, JOHN LIPSCOMB, of J. Grossmith & Sons, Ltd., perfumers, London, November, 1921.

JONES, FRANCIS W., president of Melba Manufacturing Co., Chicago, Ill., November, 1925.

KILLEEN, WM. H. R., brother of E. V. Killeen, vice-president of Geo. Lueders & Co., New York, November, 1918.

KLINE, MAHLON N., of Smith, Kline & French Co., perfumery, drugs, etc., Philadelphia, Pa., November, 1900.

LAYAT, JOSEPH M., perfumer, St. Louis, November, 1913.

LEMERCIER, M., perfumer, November, 1908.

LOVELAND, JAMES W., manager of glycerine department, Armour Soap Works, New York, November, 1926.

LOWE, WILLIS H., toilet goods, Boston, November, 1923.

MAGNUS, PERCY C., of Magnus, Mabree & Reynard, essential oils, New York, November, 1916.

SPIEHLER, ADOLPH, of A. M. Spiehler, Inc., perfumes, Rochester, N. Y., November, 1909.

THOMAS, VINCENT B., president of Harriet Hubbard Ayer, Inc., New York, November, 1918.

Dr. Frederick S. Mason

Dr. Frederick S. Mason, who was for many years connected with Parfumerie Rigaud, died at his Paris residence, 54 Rue Rennequin, on October 29.

Dr. Mason was born in England 69 years ago. He traced his descent from Huxley, the famous chemist. As a young man he studied pharmacy and medicine both in Europe and later in the United States. His first business connection was with a retail pharmacy in England. Later he moved to Paris and engaged in the same line of business, becoming acquainted with Jean Batiste Rigaud, head of the firm of Rigaud & Chapoteaut, later Parfumerie Rigaud, manufacturers of pharmaceuticals and perfumes.

He later entered the employ of this firm and in this connection traveled extensively, introducing the Rigaud line of perfumes into various parts of the world. He opened the American branch of Parfumerie Rigaud in New York 25 years ago and continued as the active head of the branch until 1921, when he resigned to become head of the Anglo-American Pharmaceutical Co. In addition to these business connections, he was a well known practicing physician and member of the staff of Bellevue Hospital.

Several weeks ago Dr. Mason went to Europe for a combined business and pleasure trip, and it is believed that his death was due to over-exertion during a mountain climbing trip in the Pyrenees. He leaves a widow, a son who is a practicing physician in New York, and a daughter.

Douglas Smith

Douglas Smith, president of the Pepsodent Co., Chicago, died on the operating table at St. Luke's Hospital in that city November 7 after an acute attack of gall stone trouble.

Mr. Smith was born in Highland Park, a Chicago suburb, in 1861. He is survived by his widow and three children, Kenneth G. Smith, who has been acting as president of the Pepsodent Co.; Mrs. June Keith Slater of Pelham Manor, N. Y., and Mrs. Florence Ellis of Burlingame, Cal.

In 1925 Mr. Smith gave \$1,000,000 to the University of Chicago for medical research.

Percy E. Page

Percy E. Page, formerly vice-president and general manager of the Talcum Puff Co., Brooklyn, N. Y., died in Smithfield, N. C., October 26, after a long illness. He was 55 years old. Mr. Page was especially prominent in

our industries a few years ago being active in the American Manufacturers of Toilet Articles. He was elected to the office of first vice-president of the association at its meeting held in New York in 1920.

He found the Talcum Puff Co., of Brooklyn, about 1903 and for seventeen years was general manager and in active control of its policies. Retiring from active management of the company in 1920, he remained as vice-president until 1925 when he

disposed of his stock interest in it and resigned as an officer and director.

Mr. Page suffered a stroke about a year ago and since that time has been in a hospital at Smithfield. He leaves a widow and a sister, Mrs. E. S. Abel, at whose home in Smithfield the funeral services were held.

Andrew M. Sherrill

Andrew M. Sherrill, 75 years of age, died October 26 at his home, 185 North Grove street, East Orange. Until his retirement a year ago Mr. Sherrill had been a director and one of the principal stockholders of the Welch, Holme & Clark Co., soap material merchants of this city. He was born at Selma, Ala., but had lived at East Orange for the last twenty years. He was an elder at the Roseville Presbyterian Church of Newark. Mr. Sherrill is survived by his widow, a son, Howard K. Sherrill, and a sister.

Dr. Shizuo Kondo

Dr. Shizuo Kondo, founder and president of Suma-Doré Products, Inc., 211-215 West 20th street, New York, died at his home in New York City on November 9 at the age of 60.

Dr. Kondo was a native of Japan. He came to the United States in 1899 and attended Columbia University, from which he was graduated with the degree of A.B. He later received the degrees of M.A. and Ph.D. from the same institution. He founded Suma-Doré Products, Inc., in 1925, to manufacture a line of perfumes and toilet preparations. Recently, after considerable research work by Dr. Kondo, several other products were added. He was a member of Phi Beta Kappa. Funeral services were held at his late home November 11. He leaves a widow and two children.



PERCY E. PAGE

Samuel W. Fairchild

Samuel William Fairchild, manufacturing chemist and a leader in the movement to place the drug business on a scientific basis, died November 13 at his home, 3001 Sedgwick avenue, the Bronx. He was seventy-five years old.

Mr. Fairchild was president of the College of Pharmacy of the City of New York from 1890 to 1896 when notable advances were made in standardizing drugs and placing the pharmacopoeia on a scientific basis. Mr. Fairchild was treasurer, manager and director of Fairchild Brothers & Foster, manufacturing chemists, of 70 Lighthouse street.

For his work during the war he was made a Chevalier of the Legion of Honor, France, and a Cross Officer of Leopold II, Belgium, and he received a special decoration from Queen Elizabeth for services in organizing Belgian Relief and the Golden Cross of Chevalier of the royal Battalion of George I for his work in Greece.

Mr. Fairchild was first chairman of the drug trade section of the Board of Trade and Transportation, vice-president of the Chamber of Commerce of New York, an incorporator of the Botanical Gardens, a member of the Metropolitan Museum of Art, a director of the Franco-American Society, vice-president of the French Institute of the United States, vice-president of the Sevilla Home for Children, trustee of the Polyclinic Medical School and Hospital and vice-president of the Permanent Blind Relief War Fund.

Alfred U. Andrus

Alfred U. Andrus, retired treasurer of J. L. Hopkins & Co., New York, died October 18 at the home of his daughter, Mrs. R. M. Simons, Montclair, N. J. He was eighty-one years old.

Mr. Andrus entered the employ of Schieffelin Bros. & Co. in 1864. In 1870 he formed a drug brokerage firm with Francis Stabler. A few months later he became buyer for Lazell, Marsh & Gardiner and upon the death of Mr. Marsh was admitted to the firm.

In 1891 Mr. Andrus formed the firm of A. U. Andrus & Co., to import drugs, and conducted this business until 1906, when he joined J. L. Hopkins & Co. He had lived in Montclair since 1897.

Mrs. Norman V. Randolph

General regret and sympathy have been expressed in the trade following the recent announcement of the death of Mrs. Norman V. Randolph, president of the Randolph Paper Box Co., Richmond, Va.

Mrs. Randolph died on Friday, October 28, 1927.

Business Records

Business records since our last report:

Madam Rose Vivaudou Beauty Shops, Inc., 331 Fifth avenue, New York City. Liabilities, \$33,624; assets, \$20,121. Principal creditors listed are Alexander Hirschbein and Sidney B. Kaiden, \$21,000, secured claim; Rose Vivaudou, \$7,375.

Ann Haviland Calde, perfumer, 5 East 54th street, New York City. Liabilities, \$8,370; assets, \$1,676.

Holland Supply House, beauty parlor equipment and supplies, 105 West 42nd street, New York City, by Halliwell-Shelton Electric Corp., for \$500; Cosmetic Cream Co. Inc., \$100; Carl Feder, \$100. Marvin A. Clark was appointed receiver, under \$1,000 bond, by Judge Knox. The members of the firm are Gustave and Georgiana Holland.

Benjamin Friedman, pharmacist, 674 Ashford street, Brooklyn. Liabilities, \$35,377.95 and assets of \$200.

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Blendco, Manhattan Borough, New York City, oils and chemicals, 200 shares of common stock. Hartman, Sheridan & Tekulsky, 285 Madison avenue, New York, N. Y.

Maple City Manufacturing Co., flavors and syrups, \$100,000. H. L. Allen, Hornell, N. Y.

Marcelle & Joseph, Manhattan Borough, New York City, beauty parlor, \$15,000. B. Aberman, 13 Park place, New York.

Queen Lilo Manufacturing Co., Paterson, N. J., hair tonics, \$20,000. Leon Bruera, Paterson, N. J.

Clarido Cordial Corporation, Manhattan Borough, New York City, syrups and flavorings, \$9,000. F. M. Sheffield, Woolworth Building, New York, N. Y.

Graef & Johnson, Manhattan Borough, New York City, soaps and chemicals, \$4,500. Gould & Wilkie, 2 Wall street, New York, N. Y.

Charabot, Inc., Manhattan Borough, New York City, pharmaceutical preparations, 1,000 shares of common stock, has been incorporated by Eugene Charabot and W. G. Ungerer. Coudert Brothers, 2 Rector street, New York.

Palma Corporation, Wilmington, Del., fruit extracts, \$25,000, has been incorporated through the Delaware Charter Co., Wilmington, Del.

Soren J. Heiberg Co., Inc., Wilmington, Del., syrups and extracts, \$200,000, has been incorporated through the Corporation Trust Co. of America, Wilmington, Del.

Beautifier Beauty Parlor, Manhattan Borough, New York City, \$10,000. Weller, Weiss & Co., 250 West 57th street.

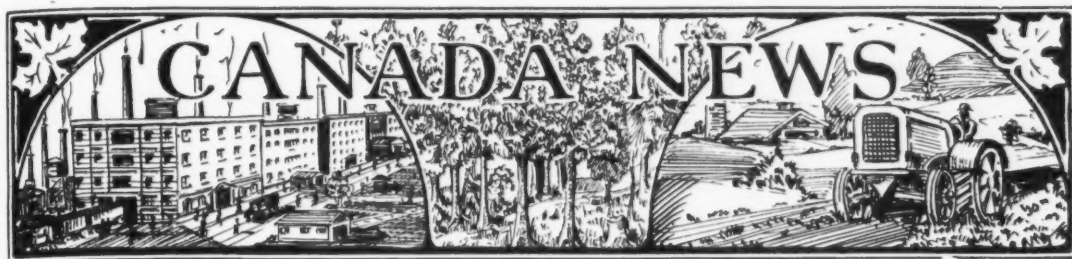
William Hepner, Inc., Manhattan Borough, New York City, cosmetics and toilet articles, \$50,000. House, Grossman & Vorhaus, 115 Broadway, New York, N. Y.

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 81 Fulton street, New York.)

A SHORT HANDBOOK OF OIL ANALYSIS, by Dr. Augustus H. Gill. Eleventh Edition, 293 pages. Illustrated, with line Diagrams and Charts. J. B. Lippincott Co., Philadelphia, 1927. Price \$4.00.

The Eleventh Edition of this well-known standard manual contains all of the material printed in the previous editions, to which have been added two chapters which considerably improve the work. Chapter I in the new edition treats of the composition of the various types of oils and is particularly useful in guiding students and beginners along the right path. Chapter II, which is also new, gives the methods of examination of gasoline and fuel oil. The growing importance of these products in industry has made a more extended treatment of them not only advisable but necessary. Tabular and other matter showing standardized government tests of various products have also been added to the book since the Tenth Edition appeared. The whole forms a very valuable manual and while not intended to take the place of works giving the subject more extended treatment, it has its place to fill and undoubtedly fills it well.



Montreal

MONTREAL, Que., November 15.—The outstanding subject of interest among the perfumery and toilet goods and allied trades in Montreal is still the outcome of the P. A. T. A. ruling. The last court of appeal has decided that the P. A. T. A. is a combine and is contrary to the public interest. The law now provides that the P. A. T. A. can be forced to cease operating, as soon as some competent authority applies to the Superior Court for an order to this effect.

The competent authorities are the Federal Department of Justice and the Attorneys General of the different provinces. In a previous case, it is recalled that the Federal department took action, and had the courts apply the injunction in all provinces. Everyone is now waiting to see whether the Federal government will take action in the P. A. T. A. case, or leave it to the Provincial governments to act, through the Attorney General of each province. In the latter case, it is possible that the P. A. T. A. may be suppressed in some provinces and still exist in others, as some of the provinces are likely to be slow in taking action.

Another alternative is that the P. A. T. A. may solve the problem by voluntarily going out of business. They have at this writing given no indication of any such intention, nor have the governments of the Dominion or of the provinces shown any signs of what action they propose to take. And the trade is still waiting to see.

The latter end of the tourist season received a somewhat unpleasant jolt from the early October floods, which prevented visitors coming up to Quebec province from the States during a somewhat lengthy period, and discouraged them even after the roads were open. This meant a distinct loss to the retail trade in Quebec's larger cities, and perfumery and drugs could not help sharing the loss. Still the perfumery trade is not in complaining mood. On the whole, wholesalers and retailers alike have had a fairly good season.

T. H. Wardleworth, of the National Drug and Chemical Co., Ltd., has just been re-elected Commissioner of the Montreal Boy Scouts' Association for the coming year. Mr. Wardleworth is greatly interested in boy scout work, and has been their district commissioner for several years.

J. R. Cressy & Co., Toronto, and Palmer's, Ltd., Montreal, were the only two perfumery firms represented at the Montreal Household Exhibition, in Windsor Hotel, October 26 to November 1. Both firms had tastefully arranged

(Continued on Following Page)

Toronto

TORONTO, November 15.—The October crop report of the Bureau of Statistics gives the outstanding conclusion that the quality of the field crops throughout Canada in 1927 is somewhat above the level attained in 1926. The most important crops are those of the prairie provinces, and may be described in brief as follows: Alberta, excellent; Saskatchewan, good; Manitoba, fair. In general this report augurs well for business in Canada during the coming year. Such a conclusion is also justified by reports covering an improving volume of orders from wholesalers and retailers in the West, and by the statistics from the railways, which show an increasing volume of merchandise car loadings.

Creams and lotions are now being manufactured by the House of Tre-Jur, who are represented in Canada by the Consolidated Optical Co., of Toronto. The line is now made in Canada at the same prices as in the United States. "Charvai" is a new perfume odor, and is also used in compacts and face powders.

The casket containing the remains of the late Sir William Glyn-Jones arrived at Liverpool, England, on September 24, per C. P. R. steamer *Montrose*. Dr. Kate Glyn-Jones, elder daughter of Sir William, who was with her father in Canada, traveled by the same steamer. Representatives of the Liverpool Chemists' Association met the vessel at the landing-stage and placed a wreath on the casket. The remains were conveyed to London, where they were laid out in state for a day. Following religious services the casket was conveyed to Old Southgate Cemetery, where interment was made.

About 300 owners of Rexall drug stores in Ontario and Quebec attended the United Drug Company's convention, held in Toronto during the last week in October. "How to make more money in the drug store" was the theme that ran through the discussions and addresses. Talks were given by Louis K. Liggett, head of the United and Liggett organizations; George M. Gales, general manager; J. W. McCoubrey, president of the United Drug Co. of Canada, besides a number of Canadian retail druggists, officers of the Canadian Rexall Club.

Following the issuance of the report of the Government's Commissioner stating that the Canadian P. A. T. A. was a combine in restraint of trade under the Combines Act, a meeting was held in the King Edward Hotel, Toronto, on October 28, to discuss the matter.

In the meantime the Tamblin Co., which had instigated the investigation, advertised a number of articles at a cut price. Mr. Scott, of that organization, said that Mr. Tamblin was not worrying about action by the P. A. T. A.

At the last moment, comes news that the manufacturers, members of the P. A. T. A., have decided on their own initiative to end the perplexing situation as regards the inquiry judgment, by resigning from the organization. At a special meeting only one vote was cast against it.

The retail members of the P. A. T. A. expressed indignation at this attitude taken by the manufacturers, and expressed their readiness to ask for a "stated case" in order to be able to go to the Privy Council for a further ruling on the validity of the Combines Act, but without the co-operation of the manufacturers the P. A. T. A. can be of little effect, so that their withdrawal practically brings the matter to a close.

Scholler Bros., Philadelphia, Pa., are locating a Canadian branch factory at St. Catharines, Ont., and the expectation of F. C. Scholler, who is looking after arrangements, is that operations will be started within a month. His brother, H. H. Scholler, also made an inspection of their new building under erection on Welland Avenue, that city. Textile soaps, sulfonated oils and finishing compounds for use in various manufacturing processes will be the products. The manufacture of domestic soaps may be added later.

Miss Clara Wells, who conducts a beauty parlor in St. Johns, Newfoundland, is visiting Toronto and Montreal on business and pleasure. Miss Wells, who is a graduate of Mme. Gallois's school in Toronto, is having her staff attend this and the Nell Gwyn School in Montreal to learn the latest methods in their work.

W. T. Pember, president of the National Hairdressers' Association, as well as of the Toronto branch, has gone abroad on his annual tour of Europe. While across the sea he will attend the International Convention of Hairdressers, which is to be held in Paris, France.

A Windsor, Ont., retail druggist recently took a novel way to introduce a new line of perfume. He called attention to the fact that they could inhale the perfume through the performance at one of the local theatres. The theatre was sprayed with perfume, and oriental incense wafted the aroma of the perfume through the house. Besides, every lady attending was presented with a small sample of the perfume.

G. Tamblin, head of the Tamblin, Limited, chain store organization, has gone south for a month's vacation.

Montreal Notes

(Continued from Preceding Page)

booths in the main alley, near the entrance, and Cressy had a second booth inside the "Windsor Hall" side of the exhibition.

Professor Clark S. Robinson was the speaker at the Montreal Section of the Society of Chemical Industry's November meeting. He discussed various processes of distillation.

The official record of real estate transfers in Montreal shows that Palmer & Sons, Ltd., sold to John H. Hand on October 19, the property at 560 St. Catherine street west, for \$75,000.

Offering was recently made of 33,750 of National Distilleries common stock, at \$20 a share.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to
PATENT AND TRADE-MARK DEPARTMENT,
Perfumer Publishing Co., 81 Fulton St., New York City.

PATENTS GRANTED IN CANADA

274,517.—Scalp Oil. Alexander Philip Eliades, Washington, D. C.

274,640.—Method of manufacturing and ornamenting boxes. Carl W. Austin, of Toronto, Ont.

274,822.—Bottle Closure. William Manera Bergius, Glasgow, Scotland.

274,972.—Oil extraction from vegetables. Kristian Holter and Sverre Thune, co-inventors, both of Oslo, Norway.

275,127.—Cover sealing device. Arvey Mfg. Co., Wilmington, Del., assignee of Seaman Container Mfg. Co., assignee of Richard E. Hall, both of Olean, N. Y.

275,148.—Vanity Case. John V. Pilcher, assignee of John F. Babbitt, both of Louisville, Kentucky.

TRADE-MARKS REGISTERED IN CANADA

"Neko," soap and germicidal soap. Parke, Davis & Co., Detroit, Mich.

"Princess Mary," perfumes and toilet preparations. French Beauty Products Co., New York City.

"Trintel," cocoa butter. Handel-Maatschappij "Theobroma," Singel 138, Amsterdam, Holland.

"Superb," glycerine and extracts in bottles. Old City Manufacturing Co., Ltd., Quebec, Que.

"Move-All The Hand Cleaner," hand cleaner. Albert Wil- Manufacturing Co., Ltd., Quebec, Que.

"Mentholum," pharmaceutical preparations, chemical products and Soaps. The Mentholatum Co., Buffalo, N. Y.

"Eye Sha-Do," cake face powder used for the complexion. Florence N. Lewis, New York, N. Y.

"Amoretta," face and massage creams. Florence N. Lewis, New York, N. Y.

"Poudre D'Illusion," in a square gold border, face powder. Florence N. Lewis, New York, N. Y.

"Snowdrift," talcum powder. Florence N. Lewis, New York, N. Y.

"The Living Hand Klenzer," and "For Engineers, Mechanics, Painters and Chauffeurs," paste hand cleanser. William Jeremiah Benn, Toronto, Ont.

"I X L," compounds or mixtures for cleaning wall paper, window shades, calcimines and the like. The Climax Cleaner Mfg. Co., Cleveland, Ohio.

"Kemic," dentifrice. Otto J. Keating and Roy M. Mellor, Vancouver, British Columbia.

"Foucoult's Hair Tonic," a hair tonic. Representation of the root from which the preparation is made. Joe Foucoult, Prince George, British Columbia.

Label on which appear in large white letters on a solid black background the words: "Francis Pyorrhea Treatment," to the right of which is descriptive matter. Dental Powder. Francis M. Lindersmith, Spokane, Wash.

"Le No. 9," perfumery and beauty products, creams, rouges, powders and perfumes. Cadolle Frères, (Societe a Responsabilite Limite), 24 Rue de la Chaussee d'Antin, Paris, France.

"Xylopearl," puff boxes, soap boxes. The British Xylonite Co., Limited, Hale, End., London, E. 4, England.

"C-Net," a cleaning powder for hands and kitchen utensils. Universa Products, Ltd., Quebec, Que.

"Fluid-D'or," pine needle extract bath tablets, medicated foot bath tablets, assorted odors of perfume bath tablets, and disinfecting solution.

"Ovide Destremes" written within a rectangle, ointment Honore Destremes, St. Cuthbert Station, Que.

TRADE MARKS

 Smart Set 170,641	 OZONE 230,657	 RUG SHAMPOO M 233,976	 TRU-TASTE M 233,980	 NICKOLAS DE WAVE M 234,302	 STANDARD OIL CO. NEW JERSEY M 234,454	 Crown 237,154
 MIRACLE MIST 235,917	 Dr. HUXLEY M 234,818	 RUB-ROUGE M 234,486	 SHE'S MY BABY 252,434	 Poudre Dentifrice M 234,311	 BETSY ROSS 248,604	 Crown 254,204 254,973
 ANNITE 238,204	 SPOT-HEALTH 281,278	 Beauty's Magic Touch 255,920	 NELVIAN 252,440	 Thorokleen 249,530	 FOREVER AFTER DORON 252,587	 MENNEN 242,052 253,104 253,101
 H-O 249,037	 Denta-Cups 249,013	 Land O'Lakes 249,362	 NU-MOUTH 252,951	 DIAMOND CUT 253,736	 Almost 253,531	 S&S 254,575
 MERKE 251,024	 WEVERSWEAT 251,627	 WONDER 249,538	 MY FOLIE DORON 252,491	 OOMPY 254,361	 NUDE 253,956	 LOUT 254,521 254,934
 OLD TIME 252,445	 DERMA-LINE 252,436	 VIG 253,446	 WITE BOTEL 253,244	 Holly Mode 254,252	 LE BOIS SAUVAGE 254,541	 HAIRADE 254,736
 JL 253,116	 American Women 254,932	 VALENCIA 251,531	 SEPTEMBER MORY 253,111	 PRIMP 254,248	 WAVE-SHEEN 254,742	 KOLURGO 253,532
 MILK-O-BATH 253,360	 DOT 253,361	 DELECTOL 253,931	 TOPS 'EM ALL 253,554	 JANO 254,703	 CHARMOL 253,006	 misti 254,719
 PINAL 253,513	 PHOREX 253,343	 BROWNLIGHT 254,161	 PARANERVA 254,249	 SUNGLOW 255,114	 White Owl 255,441	 Succ'em Slick 254,547
 NOK-OFF 253,901	 EVDOKIA 253,618	 Tess 253,923	 HARRIS PURE FLAVORING EXTRACTS 254,694	 SIM-GOL 255,249		
 SUCK-EM-SLICK 254,056	 Petite-Oboy 253,652	 Lux-Gro 254,041	 Rocroy 254,717			
 SALOREX 254,098	 "IT" 254,035	 ASTRIS 254,718				
 DENTOGEN 254,640	 DAR-KY 254,648					

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of Howard S. Neiman, consulting editor on patents and trade-marks. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City.

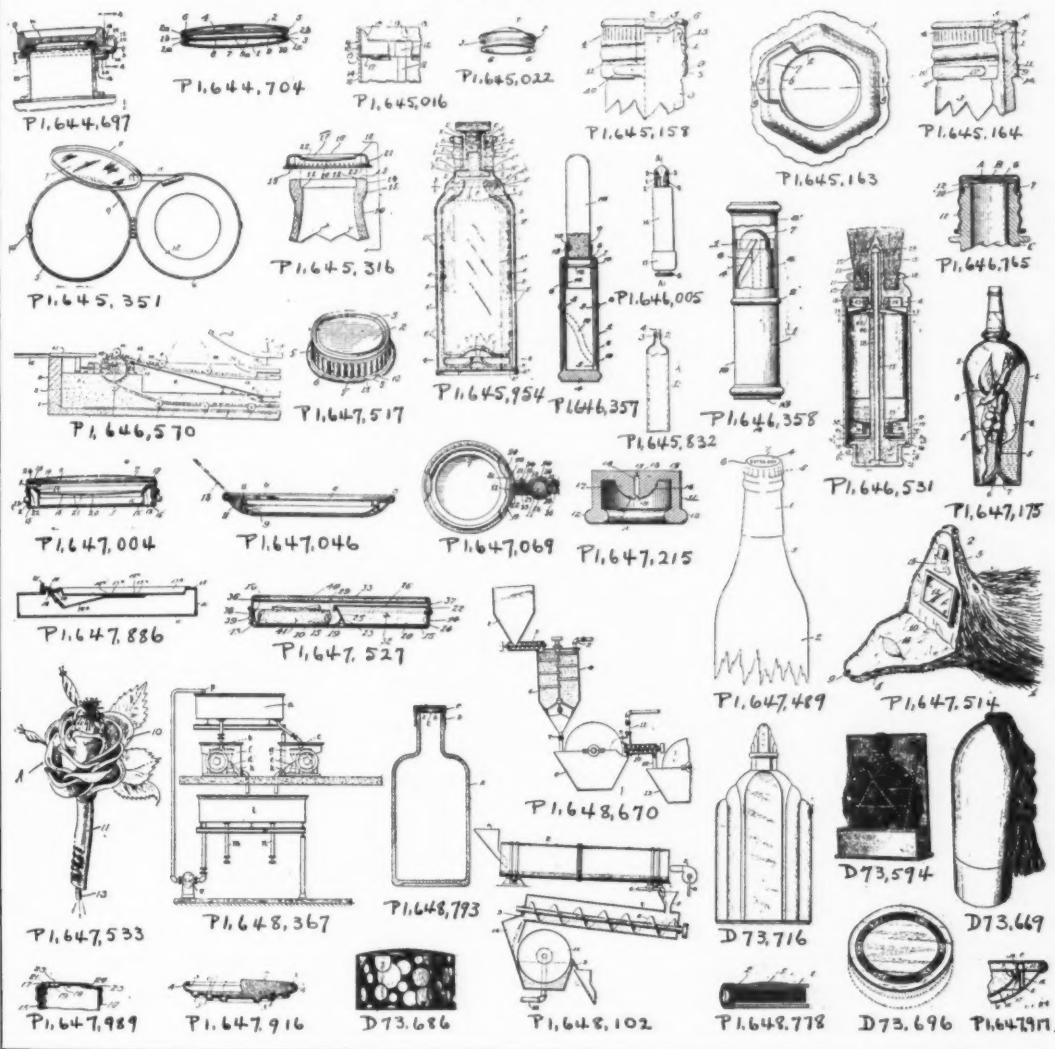
Note—Dates given in Trade-Mark Registrations are those from which use of the mark is claimed.

TRADE-MARK REGISTRATIONS APPLIED FOR (Act of Feb. 20, 1925)

- 170,641.—Goldenberg's, Washington, D. C. (Mar. 1, 1922)—Toilet Preparations.
- 221,015.—Ill-Mo Supply Co., St. Louis, Mo. (April 20, 1925).—Shaving soap.
- 230,659.—E. Burnham, Inc., Chicago, Ill. (1908)—Toilet Preparations.
- 235,919.—Marie Cecil, Inc., New York, N. Y. (June, 1926)—Face Powder, Toilet Powder, Cold Creams, Vanishing Creams.
- 235,920.—Marie Cecil, Inc., New York, N. Y. (June, 1926)—Toilet Preparations.
- 236,204.—Maggie M. Duke, Richmond, Va. (July 15, 1926)—Toilet Powder for Chapped Hands and Eczema.
- 237,154.—Crown Drug Co. Inc., Kansas City, Mo. (February, 1923)—Glycerin Rose Water, Pure Glycerin, Oil of Citronella, Orris Root, Rose-Water.
- 238,204.—Annite Industries, Washington, D. C. (July 1, 1925)—Improved Cleaning Compound in form of Soap Powder for General Cleaning Purposes for which Soap Powder is used.

- 242,050.—Paul Peter Muhlen, doing business as Eau de Cologne & Parfumerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepst von Ferd. Muhlen, Cologne-on-the-Rhine, Germany (March, 1926)—Perfumeries, Hair Tonics, Shampoos, Brilliantine, Cold Cream, etc.
- 242,052.—Paul Peter Muhlen, doing business as Die Eau de Cologne & Parfumerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepst von Ferd. Muhlen, Cologne-on-the-Rhine, Germany. (March, 1926)—Soaps, including Toilet Soaps, Shaving Sticks.
- 242,481.—Helpa Products Corporation, Hoboken, N. J. (Dec. 1, 1923)—General Cleansing and Washing Compound.
- 245,604.—Western Soap & Chemical Co., Los Angeles, Calif. (Nov. 1, 1926)—Cosmetics.
- 247,189.—S. Kahn's Sons, Inc., Evansville, Ind. (July 20, 1926)—Food Flavoring Extracts.
- 247,780.—Colgate & Company, Jersey City, N. J. (December, 1911)—Soaps.
- 247,962.—S. S. Pierce Co., Boston, Mass. (May 1, 1877)—Food Flavoring Extracts.
- 249,013.—Francis Marquis, doing business as Bernard Laboratories, Inc., New York, N. Y. (January, 1917)—Antiseptic Mouth Wash in Capsule Form.
- 249,039.—Annabell H. Beggs, doing business as H-O Chemical Co., Denver, Colo. (May 1, 1923)—Cleaning Fluid for Gloves, Laces, etc.
- 249,530.—Rose Krantz, doing business as General Sales Company, Brooklyn, N. Y. (May 11, 1927)—Dentrifices & Deodorizers.
- 249,588.—E. F. Houghton & Co., Philadelphia, Pa. (April 13, 1927)—Compounds in Powder Form for all Scouring and Cleansing Purposes.
- 249,821.—Tague, Inc., Des Moines, Ia. (Feb. 14, 1927)—Face Powder.
- 250,203.—Alfred L. Simon & Company, New York, N. Y. (Dec. 1, 1926)—Boudoir Sets, Perfume Bottles.
- 251,024.—Allied Merke Institute, Inc., New York, N. Y. (1923)—Shampoo Cream, Hair Tonic, Preparations for Treatment of Dandruff, Scalp and Hair.
- 251,278.—Alfred J. Krank, St. Paul, Minn. (May 7, 1924)—Soap.
- 251,531.—American Solvent & Chemical Company, New York, N. Y. (Sept. 1, 1926)—Denatured Alcohols for all Industrial Uses, etc.
- 251,627.—Neversweat Company, New York, N. Y. (June 16, 1927)—Deodorant.
- 251,830.—Walter L. Gough, Baltimore, Md. (January, 1925)—Hair Grower.
- 251,836.—Flora Heitmiller, St. Paul, Minn. (April 1, 1926)—Shampoo Preparation for the Washing of Hair.
- 252,233.—The William A. Webster Company, Memphis, Tenn. (July 8, 1927)—Face, Eye and Hand Lotions, etc.
- 252,436.—Annie E. Mitchell, doing business as The Ethiopian Chemical Company, Tampa, Fla. (Feb. 1, 1927)—Hair Beautifier, Day and Night Cream, Cleansing Cream, Developing Cream, Rouge and Face Powder.
- 252,440.—Vivian Ragland and Company, Philadelphia, Pa. (May 5, 1922)—Hairdressing and Preparation to Promote Growth of Hair.
- 252,636.—The American Products Company, Cincinnati, Ohio. (Feb., 1902)—Toilet Preparations.
- 252,673.—Anglo-American Pharmaceutical Corp., New York, N. Y. (July 20, 1927)—Antiseptic Absorbent Powder.
- 252,685.—Coca Cola Bottling Company of Los Angeles, Los Angeles, Calif. (July 1, 1925)—Bottler's Extracts.
- 252,755.—Beau-Art Laboratories, Chicago, Ill. (Oct. 15, 1926)—Shave Cream to be Used Before Shaving.
- 252,865.—Mathias J. Schneider, doing business as National Cantube Company, Chicago, Ill. (June, 1924)—Containers.
- 252,887, 252,889, 252,891, 252,892.—Cosmetique Laboratories of America. (July 1, 1926)—Cosmetics and Perfumes.
- 252,931.—Ned A. Balding, Lincoln, Ill. (July 18, 1927)—Antiseptic.
- 252,932.—Jacob S. Berliner, New York, N. Y. (July 1, 1927)—Toilet Preparations.
- 253,100.—The Mennen Company, Newark, N. J. (January, 1926)—Toilet & Talcum Powders, Antiseptic Powder, Cold Cream, Skin Balm and Baby Ointments.
- 253,101.—The Mennen Company, Newark, N. J. (January, 1926)—Soaps and Shaving Creams.
- 253,111.—Pittsburgh Cleanser Laboratory, Inc., Pittsburgh, Pa. (May 16, 1927)—Bath Salts.
- 253,118.—Tillary Chemical & Perfumery Laboratories, Inc., Brooklyn, N. Y. (July 7, 1927)—Hair Dressing, Hair Tonic, Medicated Alcohol for External Use, and Perfume.
- 253,182.—Delmar E. Demaree, Chicago, Ill. (Feb. 1, 1927)—Hair Dressing Oils and Hair-Waving Fluid.
- 253,264.—Blue Seal Extract Company, Cambridge, Mass. (May 7, 1924)—Extracts.
- 253,273.—M. M. Fleron & Son, Inc., doing business as Bercy Perfumer, Trenton, N. J. (June 15, 1927)—Toilet Preparations.
- 253,298.—Rollin H. Stevens, doing business as Lanco Soap Company, Detroit, Mich. (June 1, 1927)—Soaps.
- 253,343.—U. S. Sanitary Specialties Corporation, Chicago, Ill. (Jan. 6, 1927)—A General Cleaning or Washing Compound.
- 253,360.—William F. Denney, doing business as Denney & Denney, Phila., Pa. (Aug. 5, 1927)—Toilet Preparations.
- 253,361.—Dot Products, Inc., Detroit, Mich. (Feb. 1, 1926)—Washing Powders.
- 253,397.—Annie Utichell, New York, N. Y. (December, 1926)—Massage Cream.
- 253,398.—Joseph Victori & Co., New York, N. Y. (December, 1926)—Castile Soap.
- 253,446.—Vig Chemical Co., Waban, Mass. (July 5, 1927)—Hair Tonic.
- 253,513.—Pinal Laboratories, Jamestown, N. Y. (Jan. 1, 1925)—Pinal, A Pine Oil Emulsion to be used for Personal Hygien and Cleanliness and as a Deodorant Containing the Following Ingredients: Pine Oil, Soap, Inert Ingredient, Distilled Water.
- 253,531.—Champ Mfg. Co., Indianapolis, Ind. (May 1, 1927)—Extracts.
- 253,537.—Carlos E. H. Gil, doing business as D'Henri, New York, N. Y. (July 29, 1927)—Complexion Stimulant Tonic and Protector in Liquid and Cream Form.
- 253,554.—Theonett & Co., Chicago, Ill. (May 1, 1925)—Extracts.
- 253,618.—Adams Bros., Phila., Pa. (April 1, 1927)—Preparation for Growing and Restoring Hair.
- 253,652.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Jan. 1, 1927)—Powder and Rouge Compacts.
- 253,736.—A. J. Carley, doing business as Point Hand Kleener Co., Friendship and Stevens Point, Wisc. (April 25, 1927)—Powder Hand Soap.
- 253,901.—Frank E. Longtin, Los Angeles, Calif. (Aug. 5, 1927)—Soap.
- 253,923.—Tess Chemical Co., Inc., Baltimore, Md. (July 15, 1927)—Hair Pomade and Hair Straightener.
- 253,931.—American Druggists Syndicate, Long Island City, N. Y. (Aug. 8, 1927)—Toilet Preparations.
- 253,933.—Emma Beecham, doing business as Beecham's Laboratory, Oscawanna-on-Hudson, N. Y. Nov. 18, 1919)—Toilet Preparations.
- 253,956.—The Pompeian Company, Jersey City, N. J. (Aug. 2, 1927)—Face Powder.
- 254,035.—Griffith and Wolf Laboratories, Hinsdale, Ill. (Aug. 17, 1927)—Breath Deodorants and Purifiers.
- 254,041.—Lux-Gro Laboratories, Detroit, Mich. (Aug. 16, 1927)—Preparation for the Treatment of Hair and Scalp.
- 254,056.—George B. Slick, doing business as Miami Cosmetic Laboratories, Miami, Fla. (July 1, 1927)—Hairdressing.
- 254,098.—The Salorex Corporation, Detroit, Mich. (July 1, 1926)—Dentrifices, Deodorants & Astringents.
- 254,161.—Eliza J. White, New York, N. Y. (Jan. 1, 1924)—Skin Bleach.
- 254,248.—Abe Ney, doing business as Primp Chemical Company, Atlanta, Ga. (May 16, 1927)—Hair Pomades.
- 254,249.—Norda Essential Oil & Chemical Company, Inc., New York, N. Y. (Dec. 3, 1924)—Toilet Preparations.
- 254,282.—Holly-Mode Incorporated, Hollywood, Calif. (June 1, 1927)—Preparation for Retarding and Deodorizing Perspiration.
- 254,310.—Tess Chemical Co., Inc., Baltimore, Md. (July 15, 1927)—Hair Pomade and Hair Straightener.
- 254,361.—Princeton Laboratories, Inc., New York, N. Y. (July 1, 1927)—Preparation for Improvement of Texture and Appearance of Skin.

PATENTS



- 254,397.—Helena Rubinstein, Inc., New York, N. Y. (June 1, 1901)—Face Lotions.
 254,515.—S. & S. Hair Tonic Co., Lexington, Ky. (April 1, 1915)—Hair Tonics.
 254,521.—Washine-National-Sands, Inc., New York, N. Y. (Aug. 6, 1927)—Laundering Products.
 254,532.—Washine-National-Sands, Inc., New York, N. Y. (Jan. 1, 1927)—Laundering Products.
 254,541.—Cadolle Freres (Societe A Responsabilite Limitee) Paris, France. (May 19, 1927)—Toilet Preparations.
 254,601.—Pello Laboratories, Cleveland, Ohio. (April 14, 1926)—Emollient Hairdressings.
 254,640.—Irving McEwen, Omaha, Nebr. (May 10, 1927)—Liquid Antiseptic, Tooth Powder and Dental Cream.
 254,648.—Peoples Bottling Company, Inc., Akron, Ohio. (May 15, 1922)—Extracts, Flavors.
 254,694.—Frank E. Harris Co., Inc., Binghamton, N. Y. (1889)—Food-flavoring Extracts.
 254,703.—Cape City Laboratories, Cape Elizabeth, Me. (Jan. 1, 1927)—Massage Cream for Face and Hands.
 254,717.—L. T. Piver, Inc., Wilmington, Del., and New

- York, N. Y. (Aug., 1927)—Perfumes and Toilet Preparations.
 254,718.—L. T. Piver, Inc., Wilmington, Del. and New York, N. Y. (October, 1908)—Perfumes and Toilet Preparations.
 254,719.—L. T. Piver, Inc., Wilmington, Del. and New York, N. Y. (December, 1923)—Perfumes and Toilet Preparations.
 254,732.—Harry C. Taft, doing business as Clayton Laboratories, Washington, D. C. (Aug. 15, 1927)—Alkaline Antiseptic Mouth Wash.
 254,736.—Charles S. Warshaw, doing business as C. S. Warshaw & Co., New York, N. Y. (Aug. 1, 1927)—Toilet and Cosmetic Preparations.
 254,742.—John P. Curran, doing business as Curran Laboratories, New York, N. Y. (June 15, 1927)—Dressing for the Hair.
 254,847.—Guerlain Perfumery Corporation of New York, N. Y. (January, 1925)—Face Powders.
 254,873.—Jay Thorpe, Inc., New York, N. Y. (Nov. 3, 1921)—Perfumery.

254,886.—Ed. L. Armstrong, doing business as Head-O-Hair Company, Kansas City, Mo. (Feb. 1, 1927)—Hair Tonic.

255,006.—Walter J. Hillmer, doing business as Charmol Co., New York, N. Y. (Sept. 12, 1927)—Hair Preparations.

255,114.—Maurice Levy, New York, N. Y. (May, 1926)—Powder Puffs.

255,269.—Sim-Gol Mfg. Co., Fayette, Mo. (July 1, 1927)—Foot Powder.

255,437.—Curly-Curl Company, San Francisco, Calif. (June 1, 1926)—Hairdressing.

255,441.—Fort Dodge Bottling Works, Fort Dodge, Iowa. (Dec. 18, 1926)—Extracts.

TRADE-MARK REGISTRATIONS GRANTED

(Act of Feb. 20, 1905)

These Registrations are not Subject to Opposition

M233,976.—M. M. Libbey & Co., New York, N. Y. (Serial No. 240,420. Sept. 1, 1926)—Cleansing Compounds.

M233,980.—Plough Chemical Co., doing business as Red Line Products Company, Memphis, Tenn. (Serial No. 221,027. Sept. 25, 1925)—Flavoring Extracts for Foods.

M234,302.—Vincent N. Nicosia, Houston, Tex. (Serial No. 253,815. May 1, 1926)—Hair Waving Fluid.

M234,311.—Marc Delage, Paris, France. (Serial No. 240,769. Sept. 3, 1926)—Dentifrices.

M234,318.—Anglo-American Pharmaceutical Corp., New York, N. Y. (Serial No. 234,656. July 14, 1926)—Talcum Powders, Face Creams, Tooth Pastes.

M234,484.—Standard Oil Company (New Jersey), Bayonne, N. J. (Serial No. 253,168. Aug. 6, 1927)—Isopropyl Alcohol.

M234,486.—Biroto, Inc., New York, N. Y. (Serial No. 252,256. September, 1924)—Cosmetics, namely, face rouge and face powder.

M234,494.—Leigh Chemist, Inc., New York, N. Y. (Serial No. 236,556. Feb. 1, 1926)—Rouge.

PATENTS GRANTED

1,644,697. Screw Cap for Containers. Gustaf E. Tornsjö, Columbia, Mo. Filed Dec. 17, 1925. Serial No. 75,934. 1 Claim. (Cl. 220—32.)

In combination with the neck of a container having exterior threads on its upper end, a cap having internal threads for engagement, with said exterior threads, said cap having an external circumferential groove, a wire having a circular portion fitting snugly into said groove and permitting rotation of said cap, said wire having end portions bent outwardly to form parallel members and the latter being bent at right angles to form oppositely extending hinge members, and an ear carried by said neck said ear having a vertical slot for receiving and permitting up and down movement of said hinged members and said ear also being cut at its middle portion to form a stop shoulder for engagement by said parallel members whereby said cap is maintained substantially horizontal when swung into open position.

1,644,704. Vanity Case. John F. Babbitt, Louisville, Ky., assignor to John V. Pilcher, Louisville, Ky. Filed Dec. 2, 1926. Serial No. 152,193. 3 Claims. (Cl. 132—83.)

3. In a vanity case, a pair of circular case sections, one of which forms a powder container and the other a cover therefor, said powder container having an inwardly curved wall, the edge of which abuts the edge of the cover section when closed, a powder receptacle in said powder containing section with means for holding it detachably therein, a pair of rings held within the wall of the receptacle, and a resilient diaphragm having openings in the central part only and having a peripheral edge clamped between said rings.

1,644,989. Talcum-Powder Box. Harry R. Corey, Brooklyn, N. Y., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey. Filed Dec. 17, 1921. Serial No. 523,003. 6 Claims. (Cl. 221—64.)

1. A talcum powder box, comprising a body, a sifter top having perforations disposed about the outer part thereof and having a raised central portion provided with radial said cap being provided with a raised perforated portion and

said cap being provided with a raised perforated portion and downwardly opening channels extending outwardly from said raised portion and over the perforations in said top.

1,645,164. Receptacle Closure. Edward C. Seward, Brooklyn, N. Y., assignor to Paragon Can & Cap Company, Inc., Paterson, N. J., a Corporation of New York. Filed Dec. 20, 1924. Serial No. 757,240. 1 Claim. (Cl. 215—46.)

A sheet metal receptacle closure comprising a top portion, a cylindrical body portion, and a plurality of sealing strips, said sealing strips being connected around substantially the whole circumference of the lower edge of the cylindrical body portion by a connection such that they may be manually removed therefrom, each said strip having an end adapted to be grasped and pulled in order to remove the strip from the body portion, and each strip further being arranged to be removed circumferentially in the same direction as each other strip.

1,645,316. Closure for Bottles or Jars. Anna W. Booth and George W. Booth, Baltimore, Md. Filed Sept. 13, 1926. Serial No. 135,186. 3 Claims. (Cl. 215—39.)

1.—The combination with a container having a mouth with a closure seating surface extending from the inner side of the container adjacent to the mouth around and over the latter and down on the outer side thereof, of a sheet metal closure which prior to its application to the container is formed to produce a contour on its under side that is a counterpart of the seating surface on the container with which it is to engage, so the seating surface on the under side of the closure will fit the seating surface on the container when the closure is laid upon the container whereby to avoid stretching the metal of the closure to effect a seating of the closure on the mouth of the container, and means on the closure and container for locking the two with their contour counterpart seating surfaces in sealing contact.

1,645,351. Vanity Box. Julius Ross and Emil A. Schuelke, Meriden, Conn., assignors to The Napier Co., Meriden, Conn., a Corporation. Filed June 13, 1927. Serial No. 198,327. 2 Claims. (Cl. 132—83.)

1. The combination with a box, of a cover hinged thereto, a spring mounted in the box, a ring mounted in the cover, a plate hinged to the spring, a strip hinged to the plate and to the said ring, whereby, when the box is opened, the plate is lifted to clear both the box and cover.

1,645,791. Dentifrice. Roy H. Brownlee, Pittsburgh, Pa. Original application filed Aug. 27, 1924. Serial No. 734,513. Divided and this application filed Oct. 12, 1926. Serial No. 141,243. 20 claims. (Cl. 167—9.)

2. A dentifrice comprising as its chief active ingredient and as a solvent of organic matter a halide of an aliphatic hydrocarbon having its boiling point between the limits of twenty-five degrees centigrade and one hundred fifty degrees centigrade.

1,645,792. Dentifrice. Roy H. Brownlee, Pittsburgh, Pa. Filed Oct. 13, 1926. Serial No. 141,426. 13 Claims. (Cl. 167—9.)

6. A dentifrice comprising at least two different halides of aliphatic hydrocarbons, each of such halides having its boiling point between the limits of twenty-five degrees centigrade and one hundred fifty degrees centigrade, the halides being present in a combined amount constituting no less than one-twentieth by weight of the total composition.

1,645,016. Sanitary Metal Can. Arlington Moore, New York, N. Y., assignor to Moore Inventions Corporation, Worcester, Mass., a Corporation of Massachusetts. Filed April 15, 1922. Serial No. 553,212. 2 Claims. (Cl. 220—66.)

1. In a sheet metal can, a can body having a side seam comprising a principal lockseam portion, a lapseam portion and a portion at the end of the can body where the edges of the body material substantially abut against one another, said body being outwardly expanded and having a shoulder formed therein at about the junction between the lock and lap seam portions, a closure received in said can body and resting against said shoulder, and a heavy thick substantially ring-like seam uniting said body and closure comprising two reversely turned portions of the closure material and three reversely turned portions of the can body material with the extreme edge portions of

the can body material centrally located in said seam, and said seam being compressed under high pressure applied both laterally and longitudinally to bring the parts thereof into intimate contact and provide a strong and tight seal without gaskets, linings or the like.

1,645,022. Cap and Package. Abraham Podel, Long Island City, N. Y., assignor to Anchor Cap and Closure Corporation, Long Island City, N. Y., a Corporation of New York. Filed Mar. 23, 1925. Serial No. 17,477. 12 Claims. (Cl. 215-44.)

1. A package comprising a container having an interrupted substantially cylindrical surface adjacent the mouth thereof and locking shoulders beneath the cylindrical surface; in combination with a closure having a skirt provided with a circumferential groove grasping said interrupted cylindrical surface and locking projections co-operating with said locking shoulders.

1,645,158. Receptacle Closure. Robert A. Russell, Ridge-wood, N. J. Filed June 21, 1924. Serial No. 721,471. 2 Claims. (Cl. 215-38.)

1. A receptacle closure composed of sheet metal having an anti-corrosion lamina of treated paper, or the like, adhering to a surface thereof, said closure including a folded seam and said lamina being folded into the seam and located on the inside of the closure.

1,645,163. Container. Morris Schwartz, Chicago, Ill., assignor to American Flange & Manufacturing Co., Chicago, Ill., a Corporation of Illinois. Filed June 27, 1925. Serial No. 40,023. 2 Claims. (Cd. 220-39.)

1. A container having a sheet metal wall portion formed with a hole therethrough, the part of the sheet metal surrounding the hole being bent back upon itself away from the axis of the hole to form a fold extending transversely to the axis of the hole and thence being continued along the hole axis and then toward the hole axis to form a groove and finally along the hole axis to form a skirt; in combination with a bushing having a flange and an interiorly threaded portion which is surrounded by said skirt; and a plug screwed into said bushing and having a flange lapping and pressing upon the aforesaid fold, the threaded portion of the bushing being continued at its end opposite the flange around said skirt, the intermediate wall of said groove and the perimeter of said flange having engaging portions at unequal distances from the axis of the hole to prevent the bushing from turning.

1,645,793. Dentifrice. Roy H. Brownlee, Pittsburgh, Pa. Filed Oct. 13, 1926. Serial No. 141,427. 4 Claims (Cl. 167-9.)

1. A dental preparation comprising a halide of an aliphatic hydrocarbon, and elemental iodine dissolved in said organic halide.

1,645,832. Sheet-Metal Article. Ewald F. Tobold, Cleveland, Ohio, assignor to The Dill Manufacturing Company, Cleveland, Ohio, a Corporation of Ohio. Filed July 11, 1922. Serial No. 574,330. 2 Claims. (Cl. 152-12.)

1. As an article of manufacture, a tubular shell having at one end a tubular extension and a reentrant tubular member within said tubular extension which reentrant tubular member is closed at its end, the walls of said tubular extension and tubular reentrant member being in contact and having a transverse slot formed therein.

1,645,852. Dentifrice. Roy H. Brownlee, Pittsburgh, Pa. Original application filed Aug. 27, 1924. Serial No. 734,513. Divided and this application filed Oct. 12, 1926. Serial No. 141,235. 12 Claims. (Cl. 167-9.)

5. A dentifrice comprising as its principal active ingredient an iodide of than aliphatic hydrocarbon.

1,645,954. Fraudproof Bottle. Aaron Keizer, New York, N. Y., assignor to Tillie Keizer, New York, N. Y. Filed Sept. 26, 1925. Serial No. 58,772. 3 Claims. (Cl. 215-7.)

1. An article of the character described, comprising a bottle, a trapping chamber located below the bottom thereof, and a casing inclosing the bottle, and spaced therefrom to form a passage between the bottle and casing which leads to said trapping chamber, said casing having a neck located above the bottle, a cork fixed in said neck, a pour-out carried by the cork and a stopper carried by the pour-out.

1,646,570. Cleaning Machine for Containers. Edwin H. Atwood, Walter E. Wanner, Clarence A. Kiehle, and Edward

H. Wright, Olean, N. Y., assignors to Vacuum Oil Company, New York, N. Y., a Corporation of New York. Filed May 26, 1926. Serial No. 111,848. 7 Claims. (Cl. 141-6.)

1. A container cleaning machine embodying an elongated tank providing a bath, a trackway extending longitudinally of the tank in spaced relation to the bottom for engaging the uppermost part of a container traveling through said tank to hold it at least partially submerged in the bath, and means for moving said container through the tank with its uppermost portion in engagement with the trackway to cause the container to be rotated while moving through the bath, said means extending beyond opposite ends of the trackway to move the container under and from under the trackway.

1,646,005. Grease Tube for Facial Make-up. Pierre (called) Gaston Baquey, Colombes, France. Filed Sept. 30, 1925. Serial No. 59,641, and in France Oct. 4, 1924. 1 Claim. (Cl. 206-56.)

A grease tube for facial make-up purposes including a grease holder having parallel guide pieces spaced longitudinally to provide slots through which grease will be extruded when subjected to pressure, the edges of the guide pieces along the slots constituting means for sliding engagement with the lips during the application of the grease and for smoothing the grease upon the lips, the free ends of the guide pieces being tapered, and means for shifting the grease longitudinally between the guide pieces.

1,646,357. Lip-stick Holder. Arthur H. Noble, Pawtucket, R. I., assignor to Theodore W. Foster & Brother Company, Providence, R. I. Filed Nov. 4, 1926. Serial No. 146,164. 1 Claim. (Cl. 206-56.)

In a lip stick holder, an inner sleeve having a head on its lower end and having an axial slot extending throughout its length, said head being formed with a pair of stepped circular peripheral seats, a spirally slotted sleeve surrounding the inner sleeve and seated at its bottom end on the inner seat, the upper end of the inner sleeve being beaded outwardly to overlie the upper end of the second sleeve so as to hold the second sleeve on its seat, said axial slot extending through the said bead, a casing formed of uniform thickness of material surrounding the second sleeve and seated at its bottom on the second seat and having its upper end bent inwardly to overlie and engage the beaded upper end of the inner sleeve, and a lip-stick carrier sleeve in the first sleeve having a ferrule removably received in the upper end of the carrier, said inwardly extending bent upper end of the casing providing a stop for the pin.

1,646,358. Lip-stick Holder. Arthur H. Noble, Pawtucket, R. I., assignor to Theodore W. Foster & Brother Co., Providence, R. I. Filed Nov. 4, 1926. Serial No. 146,167. 7 Claims (Cl. 206-56.)

1. In a lip-stick holder, a lip-stick having a ferrule thereon provided with a pin, a casing, a stationary sleeve in the casing having a spiral slot, a rotary sleeve in the first sleeve having an axial slot, an outer sleeve surrounding the casing and having an intumed bottom edge, a head fixed on the lower end of the rotary sleeve and having a peripheral slot receiving said intumed edge, and means to fixedly secure the outer and stationary sleeves to the casing, the sleeves within the casing and the latter having their upper ends open to permit the lip-stick to enter the top of the holder and the pin of its ferrule to enter the slots.

1,646,531. Container. George G. Floyd, Riverside, Ill. Original application filed July 23, 1924. Serial No. 727,634. Divided and this application filed Nov. 19, 1925. Serial No. 70,109. 6 Claims. (Cl. 206-56.)

1. A supply-tube adapted to contain semi-fluid material having a follower closing one end thereof and slidable in the tube to expel the contents of the latter, said tube and follower being apertured in register, and removable means to close said apertures until the tube is to be put into use.

1,646,765. Spring-Lock Cap. George Ramsey, Brooklyn, N. Y., assignor to Anchor Cap and Closure Corporation, Long Island City, N. Y., a Corporation of New York. Filed Sept. 18, 1924. Serial No. 738,360. 12 Claims. (Cl. 215-38.)

1. As an article of manufacture, a closure cap comprising a cover portion, a skirt depending from said cover portion, and a plurality of intumed spring fingers, said fingers being

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Grasse Report for November

From Our Own Correspondent

GRASSE, November 7.—The markets here have not been very active during the last month. The close of the production season and final arrangements regarding the flower crops have taken up the attention of the producers. Market prices show very few changes. Following are reports in detail on some of the important materials:

Jasmin

Since October 10 the gathering of jasmin flowers has come to an end. The yield was about two-thirds of what it was last year, as the month of September was very unfavorable.

Although not very active, the demand is relatively normal, considering the general calm which prevails in the business and which has lessened transactions in all products.

A further drop in jasmin products, however, is not anticipated, as the cost of living is not any cheaper and labor is still very exacting in its demands. Consumers may now purchase without fearing that a drop of prices may occur later on in any of the perfumery products.

Orange

The market is still very calm. The Co-operative Producers of Vallauris have still a large stock of neroli for which they are making an intense propaganda, especially in the northern countries of Europe. They have announced that henceforth their neroli would be sold in glass containers of determined contents; the containers to be sealed before shipment.

It would have been preferable to have looked for a better meeting basis at the last crop with the distillers of Grasse so that each one would have made a satisfactory profit. The distillation and especially the sale of neroli would then have been easier. These internal fights between producer and perfumer serve no good purpose to anyone, but render the local trade more difficult.

Rose

The market in rose products is as yet not very lively. Present prices, however, are interesting and it is hardly possible to foresee lower quotations.

Lavender

The market has improved during the last few weeks and numerous transactions have been made at the principal Alpine fairs. The fair at Digne did not have any brilliant results in the way of transactions inasmuch as there was no official rate of prices established, so that this annual manifestation turned out to be nothing more than an exhibition of samples.

The subsequent fairs were more lively. Grasse firms and agents acting for foreign firms made fairly important purchases, so that it was possible to establish prices in a more precise manner. Nevertheless, business remains today rather difficult in the sense that sellers who are anxious to realize on their goods have made their deals and there remain the distillers who can await the upward movement of prices, on which they figure. It is certain that the decline has had its last word and that an advance in prices does not seem impossible. Speculators who want to cover themselves on good

terms will provoke the rise later on in order to obtain better prices for their oils, stocked at low figures.

Consumers may now buy. The moment is favorable as the present prices represent less than five times the pre-war prices. Present prices are for many distillers less than their actual cost price.

Geranium

It is difficult to explain the present calm which persists in the geranium oil market. Algeria will certainly pull out a certain quantity of their plants, since present prices are no longer interesting for the producers, who find it more profitable to cultivate grapes or cereals.

The prices of the Reunion oil appear to be stable and are higher than those of Algerian geranium oil. This seems surprising; nevertheless, for a long time past the Algerian oil has been offered at a price 10 to 12 francs lower than the price of Bourbon geranium. The manufacturers of rhodinol having recovered on this article, the demand for it was greater than for Algerian geranium, which explains this difference. But however that may be, the market for geranium oil is very quiet.

Peppermint

A fresh drop in prices is not in sight but the prices are still very low. The consumption has not lessened to any extent the old stocks. Offers are greater than the demand and the situation for peppermint distillers is extremely acute.

Slump in Essential Oil Imports

Imports of essential and distilled oils declined in September following a transient increase in the preceding month. Imports had an aggregate value of \$355,035, as compared to \$527,492 in August, and \$545,102 in September, 1926. Otto of rose importations dropped to 1,080 ounces, valued at \$14,971, from 5,671 ounces, valued at \$75,154, a year ago. The imports of cassia and cinnamon, geranium, bergamot, lemon and sandalwood also were smaller. Citronella and lemon grass and lavender and spike lavender were imported in larger quantities. Imports of orange remained about the same in volume but increased in value.

October imports under paragraph 61 included bergamot oil, 825 pounds; citronellol, 1,292 pounds; composite flower oil essence, 1,014 pounds; geraniol, 670 pounds; lilac, 2,780 pounds; lilac C, 1,598 pounds; linalyl acetate, 1,074 pounds; safrol, 1,200 pounds; terpineol, 17,221 pounds.

Essential Oil Plant Culture in South

The Galveston, Texas, office of the Department of Commerce reports that so far as known there, the perfume industry of the South is confined to two plants near Galveston. Perfume is distilled from Cape Jasmin blossoms, which are available in commercial quantities near the city. The oil extracted from the flowers sold this year at \$400 to \$500 a pound.

Mentha Piperita, Mentha Crispa and Mentha Viridis also are grown and essential oil is extracted from the green mint hay by distillation. Weather conditions are reported to be ideal and the mint is grown perpetually.



Australia

CONDITIONS IN THE AUSTRALIAN SOAP MARKET.—The Australian soap industry has made rapid headway during the last seven years, production showing a 50 per cent. increase, says Mr. Elmer G. Pauly, American Trade Commissioner, Melbourne, in a report to the United States Department of Commerce. Operations are confined mainly to the production of cheap toilet soaps and laundry soaps, so that a good demand still exists there for high class American toilet soap.

According to official statistics, there were 66 soap factories in Australia at the end of the 1925-26 fiscal year, at which 2,487 hands were employed. Of this total, New South Wales had 28 factories, employing 1,086 hands; Victoria 17 factories employing 700 hands; South Australia 5 factories employing 243 hands; Western Australia 5 factories employing 224 hands; Queensland 10 factories employing 192 hands, and Tasmania 1 factory employing 42 hands.

Production figures for Western Australia are not available, but the output in that State is said to be small. Soap produced by the 61 factories in the other five states during 1925-26 amounted to 955,893 hundredweight, valued at £2,249,697, of which 420,425 hundredweight was produced by New South Wales factories and 295,930 hundredweight by Victorian factories.

During the fiscal year 1925-26 the United States supplied the bulk of Australia's requirements in imported soaps. Official statistics are given below:

Soap—Toilet, Fancy or Medicated		
1925-26		
Country of Origin:	Pounds	£ Sterling
United States of America.....	192,260	31,703
United Kingdom	190,902	26,201
Germany	53,532	4,501
Italy	46,201	3,348
France	45,082	6,327
Other foreign countries.....	2,747	258
Total	530,724	72,338
Other Soap		
United States of America.....	221,372	5,888
United Kingdom	70,154	2,399
France	90,958	1,776
Italy	19,001	266
Other foreign countries.....	2,940	175
Total	404,425	10,504

A small portion of the toilet soap manufactured locally is exported, the bulk going to New Zealand and the Pacific Islands. Exports of toilet soap, fancy and medicated, during 1925-26 totaled 245,072 pounds, valued at £18,649. Other soap, including compound detergents, exported from Australia in 1925-26 totaled 15,601,584 pounds, valued at £270,590. Of this total 6,391,596 pounds went to the United Kingdom, 3,087,006 pounds to British Malaya, 2,553,253 to the Netherlands East Indies, 1,390,631 pounds to South Africa, and 1,164,908 pounds to the Pacific Islands.

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The Markets

Essential Oils, Aromatic Chemicals, Etc.

Since our review of a month ago, business in essential oils has continued to expand. The expansion has been slow and while notable progress has been made toward a tone of normal activity, there is still some complaint on the part of the dealers regarding the volume of business done. It is a noteworthy fact that the size of individual orders continues small and that the improvement in the inquiry has been almost entirely along the lines of an increase in the number and frequency of the orders. Buyers are still conservative in their takings and it begins to look as if this situation would be the prevailing feature of the market during the entire active season.

Prices on the list as a whole have been without notable change. Averages are somewhat higher than they were a month ago, but this has been due more to rather sharp advances in a few high priced articles than to any general advancing tendency. In fact, many of the bulk oils which sell at comparatively low figures are more or less unsettled and weak. The tendency, especially in oils of domestic production, is still toward lower levels in spite of the improvement in the inquiry for them.

Floral products have been notably firm. There has been no recession in rose. Neroli is well sustained in spite of very keen competition between sellers. Prices on really high grade material are slightly higher than they have been but values show a wide range depending upon the source and the quality of the individual offerings. The more expensive French products are all quite firm at the levels established at the close of the production season. Demand for them has been fair, but by no means as large as some of the dealers expected earlier in the season.

Seed and spice oils have, as is usual, been quite irregular. Prices on them have followed costs of raw material somewhat more closely than usual, due probably to the fact that at no time during the month has demand been sufficiently heavy or light to act as a direct influence upon price levels. Clove is quite steady. Coriander has advanced. Ginger is somewhat easier, although not materially so. Cassia and anise are easier for shipment and in the local market as well.

The domestic group has been generally weak although exceptions are to be noted in spearmint and wormwood. The former is under close control in the country and low prices are not to be expected in the immediate future. The latter is scarce and underproduced, with the result that it is held at high levels and likely to remain high until next season. Peppermint is weak and irregular and there is a marked desire on the part of holders to sell goods. The threatened shortage of wormseed has failed to materialize and prices are more than likely to be still lower.

Citrus oils are more or less unsettled although there has

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PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb....	\$3.30@	\$3.55	Hemlock	1.10@	Thyme, red.....	1.30@
S. P. A.....	3.60@	3.95	Hops, oz.....	16.00@	White	1.25@
Sweet True.....	82½@		Horsemint	4.25@	Valerian	11.00@
Apricot, kernel.....	.58@	.65	Hyssop	24.00@	Verbena	3.75@ 7.00
Amber, crude.....	.45@		Juniper Berries, rectified..	3.00@	Vetivert, Bourbon.....	7.75@ 8.75
rectified65@	.90	Juniper Wood.....	.60@	Java	18.00@
Ambrette, oz.....	50.00@		Laurel	5.00@	East Indian.....	27.50@
Amyris balsamifera.....	2.80@	3.00	Lavender, English.....	32.00@	Wine, heavy.....	1.75@
Angelica Root.....	22.00@	28.00	U. S. P. "IX".....	3.50@	Wintergreen, Southern..	4.50@
seed	37.00@	42.00	Garden55@	Penn. and Conn.....	8.00@ 9.50
Anise, tech.....	.62½@	.65	Lemon, Italian	2.30@	Wormseed	3.75@ 4.00
Lead free, U. S. P.....	.64@	.68	Calif.	2.45@	Wormwood	10.25@ 11.00
Aspic (spike) Spanish...	1.25@		Lemongrass	1.05@	Ylang-Ylang, Manila....	26.00@ 32.00
French	1.50@		rectified	1.45@	Bourbon	12.00@ 15.00
Bay, Porto Rico.....	2.10@		Limes, distilled.....	7.50@		
West Indies.....	2.10@		expressed	10.75@		
Balsam Tolu.....	7.00@		Linaloe	2.45@		
Balsam Peru.....	8.00@		Lovage	16.00@		
Basil	35.00@		Mace, distilled.....	1.90@		
Bergamot, 35-36 per cent	5.75@	7.00	Mandarin	9.50@		
Birch, sweet N. C.....	1.90@	2.15	Marjoram	6.25@		
Penn. and Conn.....	3.50@		Melissa	5.00@		
Birchtar, crude.....	.14@		Mirbane15@		
Birchtar, rectified.....	.50@	.65	Mustard, genuine.....	10.00@		
Bois de Rose, Femelle...	2.20@	2.60	artificial	2.20@		
Cade, U. S. P.....	.30@	.35	Myrrh	12.50@		
Cajeput, Native.....	.90@		Myrtle	4.00@		
Calamus	3.75@	4.25	Neroli, Bigarade, pure...	140.00@ 175.00		
Camphor, "white".....	.15@	.17	Petale, extra.....	165.00@ 200.00		
sassafrassy20@	.22	Niaouli	2.50@		
Cananga, Java native....	4.00@	4.25	Nutmeg	1.90@		
rectified	4.70@	5.15	Olibanum	6.50@		
Caraway Seed, rectified..	1.75@		Orange, bitter.....	3.15@		
Cardamon, Ceylon.....	35.00@	37.00	sweet, W. Indian.....	2.80@		
Cascarilla	64.00@	70.00	Italian	2.90@		
Cassia, 80@85 per cent..	1.80@	2.00	Calif. exp.....	3.15@		
rectified, U. S. P.....	2.15@		dist.	2.50@		
Cedar Leaf.....	1.10@		Origanum, imitation....	.35@		
Cedar Wood.....	.35@	.40	Orris Root, concrete, do-			
Cedrat	4.00@		mestic	4.00@		
Celery	8.00@		foreign	4.50@		
Chamomile, oz.....	3.50@	5.00	Orris Root, absolute (oz.)	45.00@ 70.00		
Cherry laurel.....	12.00@		Orris liquid.....	18.00@		
Cinnamon, Ceylon.....	12.00@	15.00	Parsley	7.00@		
Cinnamon leaf.....	1.50@		Patchouli	9.00@		
Citronella, Ceylon.....	.37@	.42	Pennyroyal, American...	2.55@		
Java47@	.52	French	1.95@		
Cloves, Bourbon.....	2.10@		Pepper, black.....	6.50@		
Zanzibar	1.65@	1.75	Peppermint, natural....	3.50@		
Cognac	22.00@		redistilled	3.65@		
Copaiba	1.00@		Petitgrain, So. Amer....	1.85@		
Coriander	10.25@	11.00	French	15.00@		
Croton	1.10@	1.35	Pimento	3.75@		
Cubebs	3.80@	4.00	Pine cones.....	3.75@		
Cumin	7.75@		Pine needle, Siberia....	1.00@		
Curacao peels.....	5.25@		Pinus Sylvestris.....	2.00@		
Curcuma	3.00@		Pumilionis	2.75@		
Cypress	5.15@		Rhodium, imitation....	2.25@		
Dillseed	4.50@	6.50	Rose, Bulgaria..... (oz.)	10.50@ 15.00		
Elemi	1.65@		Rosemary, French65@		
Erigeron	3.50@		Spanish45@		
Estragon	39.00@		Rue	3.60@		
Eucalyptus, Aus. "U.S.P."	.62½@	.67½	Sage	3.00@		
Fennel, Sweet.....	.88@	.92	Sage, Clary.....	24.00@ 26.00		
Galbanum	26.00@		Sandalwood, East India..	7.75@		
Galangal	25.00@		Sassafras, natural.....	1.00@		
Geranium, Rose, Algerian	3.30@		artificial30@		
Bourbon	3.30@		Savin, French.....	2.25@		
Spanish	16.00@		Snake Root.....	13.50@		
Turkish (Palma rosa)	3.00@		Spearmint	5.00@		
Ginger	5.25@	6.00	Spruce	1.10@		
Gingergrass	3.00@		Styrax	12.00@		
Guaiaac (Wood).....	3.50@	4.00	Tansy	5.00@		
			Thuja	1.50@		

TERPENELESS OILS

Bay	6.00@
Bergamot	18.00@ 20.00
Clove	3.00@
Geranium	9.25@
Lavender	14.50@
Lemon	18.00@
Lime, Ex.....	65.00@
Orange, sweet.....	95.00@ 110.00
bitter	100.00@
Petitgrain	6.00@
Rosemary	1.75@
Sage, Clary.....	45.00@
Vetivert, Java.....	35.00@
Ylang-Ylang	22.00@ 35.00

OLEO-RESINS

Benzoin	2.50@ 5.00
Capsicum, U. S. P. VIII.	5.00@
U.S.P. IX.....	5.00@
Ginger, U.S.P. VIII....	4.60@
alcoholic	3.00@
Cubeb	4.25@
Malefern	2.65@
Oak Moss	15.00@ 15.50
Olibanum	3.25@
Orris	6.00@ 15.00
Patchouli	18.00@
Pepper, Black.....	4.50@
Sandalwood	16.60@
Vanilla	8.50@ 15.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%.....	2.00@
Acetophenone	3.60@ 4.00
Acetyl Iso-eugenol	9.00@
Aldehyde C 8.....	40.00@
C 9	50.00@
C 10	30.00@
C 11	35.00@
C 12	45.00@
C 14	35.00@
C 16	25.00@ 40.00
Amyl Acetate.....	1.00@
Amyl Butyrate	1.80@
Amyl Cinnamate.....	2.35@
Amyl Formate.....	1.75@ 2.00
Amyl Phenyl Acet.....	5.00@
Amyl Salicylate, dom....	1.45@
foreign	1.65@
Amyl Valerate	3.00@ 3.50
Anethol	1.40@
Anisic Aldehyde, dom....	3.40@
foreign	3.75@
Benzaldehyde, U. S. P..	1.30@
F. F. C.....	1.55@ 1.90
Benzylidenacetone	3.25@ 4.25
Benzophenone	5.50@
Benzyl Acetate, dom....	1.15@
foreign	1.35@ 1.45

Benzyl Alcohol.....	1.20@	1.60	Paracresol Methyl Ether.....	7.00@	8.00	Rice Starch.....	.12@	.15
Benzyl Benzoate.....	1.30@	1.50	Paracresol Acetate.....	5.75@		Rose leaves, red.....	2.00@	
Benzyl Butyrate.....	5.50@	6.25	Phenylacetaldehyde 50% imported.....	6.00@	8.00	pale.....	.50@	
Benzyl Cinnamate.....	9.00@	9.50	100%.....	6.00@	8.00	Rose water, gal.....	1.25@	
Benzyl Formate.....	3.60@		Phenylacetic Acid.....	9.50@	10.50	Sandalwood chips.....	.45@	.50
Benzyl Iso-eugenol.....	30.00@		Phenylethyl Acetate.....	3.40@	4.00	Saponin.....	1.45@	
Benzyl Succinate.....	3.75@	5.00	Phenylethyl Butyrate.....	10.00@	15.00	Styrax.....	.47½@	2.20
Benzyl Supinate.....	5.50@		Phenylethyl Formate.....	16.00@	20.00	Talc, domestic..... (ton)	18.00@	33.00
Borneol.....	2.75@	3.50	Phenylethyl Propionate.....	18.00@		French..... (ton)	40.00@	45.00
Bornyl Acetate.....	4.00@	4.15	Phenylethyl Valerate.....	20.00@		Italian..... (ton)	50.00@	65.00
Bromstrol.....	4.75@		Phenylethyl Alcohol, do- mestic.....	4.75@	5.50	Vetivert root.....	.30@	
Carvene.....	.50@		imported.....	5.25@	6.00	Zinc Stearate.....	.26@	.30
Carvol.....	4.25@	5.00	Phenylpropyl Alcohol.....	16.00@		BEANS		
Cinnamic Acid.....	3.25@	3.50	Phenylpropyl Aldehyde.....	12.00@		Tonka Beans, Para.....	.90@	.95
Cinnamic Alcohol.....	3.90@	4.50	Rhodinol, dom.....	9.50@	17.00	Tonka Beans, Angostura.....	1.90@	2.00
Cinnamic Aldehyde.....	2.80@		foreign.....	12.00@	17.00	Vanilla Beans, Mexican.....	3.50@	5.00
Citral C. P.....	2.75@	3.00	Safrol.....	.31@	.34	Mexican, cut.....	2.35@	2.75
Citronellal.....	3.40@		Skatol, C. P..... (oz.)	9.00@	10.00	Vanilla Beans, Bourbon, whole.....	2.00@	2.50
Citronellol, dom.....	4.25@	5.00	Styralyl Acetate.....	20.00@		Bour. cut.....	1.75@	
foreign.....	5.00@	5.50	Styralyl Alcohol.....	20.00@		Vanilla Beans, Tahiti yellow label.....	Nominal	
Citronellyl Acetate.....	8.75@	9.25	Terpineol, C. P. dom.....	.39@		white label.....	Nominal	
Coumarin, dom.....	3.75@		imported.....	.50@	.60	TINCTURES		
foreign.....	3.75@		Terpinyl Acetate.....	1.10@	1.25	Ambergris.....	18.00@	
Cuminic Aldehyde.....	62.00@		Thymene.....	.35@		Benzooin.....	1.75@	
Decyl Acetate.....	28.00@		Thymol.....	2.90@		Civet.....	2.50@	4.00
Decyl Alcohol.....	28.00@		Vanillin.....	7.80@	8.15	Musk, nat.....	25.00@	
Diethylphthalate.....	.32@	.37	Violet Ketone Alpha.....	7.50@	10.00	Orris root.....	2.00@	
Dimethylphthalate.....	.65@		Beta.....	7.00@	8.00	Balsam Tolu.....	1.50@	
Diphenylmethane.....	1.75@	2.45	Yara Yara.....	1.50@	1.75	Vanilla.....	2.50@	3.00
Ethyl Acetate.....	.50@	.55				SOLUBLE RESINS		
Ethyl Benzoate.....	1.80@		SUNDRIES			Ambrette.....	18.00@	
Ethyl Butyrate.....	1.80@		Alcohol, Cologne, spts., gal.....	3.75@	3.90	Castoreum.....	28.00@	
Ethyl Cinnamate.....	3.90@		Almond Meal.....	.40@	.50	Chypre.....	13.00@	
Ethyl Formate.....	1.00@		Ambergris, black... (oz.)		Nom	Civet.....	80.00@	
Ethyl Propionate.....	2.75@		gray..... (oz.)	38.00	Nom	Cyste.....	6.00@	
Ethyl Salicylate.....	2.65@		Balsam Copaiba, S. A.....	.52½@	.57½	Benzooin.....	2.75@	
Eucalyptol.....	1.10@	1.20	Para.....	.50@	.55	Galbanum.....	6.00@	
Eugenol.....	2.90@	3.30	Balsam Peru.....	1.75@		Labdanum.....	5.50@	
foreign.....	2.90@	3.50	Tolu.....	1.40@		Myrrh.....	7.00@	
Gerainol, dom.....	2.20@	2.80	Baudruche skins, gr.....	18.00@	25.00	Oak Moss.....	16.00@	
foreign.....	2.75@	4.00	Beaver Castor.....	4.50@	7.00	Olibanum.....	6.00	
Geranyl Acetate.....	3.55@	4.00	Cardamon Seed, green... decort.....	1.15@	1.50	Opononax.....	12.00@	
Geranyl Butyrate.....	12.50@	12.00	Castoreum.....	12.00@	15.00	Orris Root.....	12.00@	
Geranyl Formate.....	8.00@		Chalk, precipitated.....	.03½@	.06½	Patchouli.....	8.50@	
Heliotropin, dom.....	1.85@	2.00	Cherry laurel water, gal.....	1.25@		Peru balsam.....	6.00@	
foreign.....	2.10@	2.35	Civet horns..... (oz.)	2.75@	3.25	Sandalwood.....	10.50@	
Hydroxycitronellal.....	6.00@	10.00	Guarana.....	2.35@	2.50	Styrax.....	2.75@	
Indol, C. P..... (oz.)	4.00@	6.00	Gum Benzoin Siam.....	1.50@	1.75	Tolu balsam.....	3.50@	
Iso-borneol.....	2.30@		Sumatra.....	.70@	.77½	Vetivert.....	11.00@	
Iso-bornyl Acetate.....	3.25@		Gum Galbanum.....	1.35@	1.50			
Iso-butyl Benzoate.....	4.00@		Gum Myrrh.....	.35@	.55	CERTIFIED FOOD COLORS		
Iso-butyl Salicylate.....	3.00@	6.00	Kaolin.....	.03@	.03½	Amaranth.....	4.75@	
Iso-eugenol, dom.....	4.00@		Labdanum.....	8.00@		Orange II.....	4.50@	
foreign.....	4.50@	4.75	Lanolin hydrous.....	.18@	.20	Tartrazine.....	4.75@	
Iso-safrol.....	1.75@		anhydrous.....	.20@	.23	Ponceau 3R.....	7.75@	
Linalool.....	3.50@	5.00	Menthol, Jap.....	4.00@	4.75	Indigo.....	16.00@	
Linalyl Acetate 90%.....	5.75@	6.75	synthetic.....	3.25@	4.00	Erythrosine.....	20.00@	
Linalyl Benzoate.....	12.00@		Musk, Cabs, pods.. (oz.)	Nominal		Guinea Green B.....	17.50@	
Methyl Acetophenone.....	3.75@		grains..... (oz.)	Nominal		Brown.....	5.85@	
Methyl Anthranilate.....	2.60@	3.00	Tonquin, gr..... (oz.)	36.00@		Grape.....	4.40@	
Methyl Benzoate.....	2.15@	2.25	pods..... (oz.)	25.00@		Red.....	3.25@	5.50
Methyl Cinnamate.....	3.90@	4.35	Olibanum, tears.....	.14@	.30	Green.....	4.00@	
Methyl Eugenol.....	7.25@	9.00	siftings.....	.12½@	.13	Yellow.....	3.25@	3.50
Methyl Heptenone.....	10.00@	11.00	Orange flowers.....	.40@	1.00	OIL SOLUBLE COLORS		
Methyl Heptene Carbon.....	22.00@	36.00	Orange flower water, gal.....	1.50@		Alcannin.....	5.00@	
Methyl Iso-eugenol.....	9.00@	13.00	Orris Root, Florentine.....	.10½@	.15	Black.....	5.50@	
Methyl Octene Carb.....	25.00@	32.00	powdered.....	.13@	.23	Blue.....	5.00@	
Methyl Paracresol.....	6.75@	7.50	Orris Root, Verona.....	.09@	.10½	Brown.....	5.50@	6.50
Methyl Phenylacetate.....			powdered.....	.12½@	.25	Green.....	4.00@	
Art. Honey, Aroma.....	4.65@	6.00	Patchouli leaves.....	.35@	.90	Red.....	5.00@	8.00
Methyl Salicylate.....	.42@	.50	Peach Kernel meal.....	.35@		Yellow.....	5.00@	
Musk Ambrette.....	6.75@	8.00	Reseda flowers, powd.....	1.50@				
Ketone.....	8.25@	9.50	Rhubarb Root, Shensi.....	Nominal				
Xylene.....	2.60@	3.00	High Dried.....	.50@	.60			
Nerolin.....	1.50@	1.75	Powdered.....	.55@	.75			
Nonyl Acetate.....	48.00@							
Nonyl Alcohol.....	40.00@	52.00						
Octyl Acetate.....	32.00@							
Octyl Alcohol.....	32.00@							

The Markets

(Continued from Page 537)

recently been a turn to firmness in bergamot and steadiness in lemon which is at variance with the expressed opinions of dealers as to the future of the market. Over a long period, it is expected that values of these oils will settle to levels more nearly in line with the normal.

Demand for cedarwood has been good and cedar leaf has also sold well. Siberian pine needle oil is easier but not weak. Bois de rose and linaloe are highly competitive. Eucalyptus is in better seasonal demand and is firming up rapidly. Other items have shown very few changes during the month.

Synthetics and Aromatic Chemicals

The market is considerably more active than it was a short time ago. Improvement has been marked during the last month; the gain in inquiry continues, and seems likely to do so for another two or three weeks. The result has been a firming up in prices on all save the most competitive items and a feeling that competition is based more upon service than upon price at the moment. Importers report a fair business on their specialties but are having some difficulty in meeting the situation on the bulk items. The latter are being offered quite reasonably by domestic sources and are so well standardized that quality has entered very little into the situation.

Vanillin and coumarin are in rather quiet demand, but in spite of this fact prices are well sustained. Sellers indicate that their volume has gone off to some extent with cheaper vanilla beans, but report that the sales have been heavy enough to warrant firmness in prices. The scarcity of resale goods is a more or less remarkable feature.

Geraniol is in rather quiet demand and prices on it are a shade easier than they have been. Linalool and linalyl derivatives are rather easy owing to the fact that raw material is both cheap and plentiful.

Competition is still keen in artificial musks and both domestic producers and importers are competing to some extent upon a price basis. The domestic makers indicate that they are holding firm and resisting the tendency to cut prices in competition, but this is not borne out by the appearance of the resale market in which some rather low prices have prevailed recently.

Eugenol and iso-eugenol seem rather high as compared with raw material and with vanillin but the demand for them is quite active and a change in the situation is hardly expected. There has been a fair demand for citronellal. Prices on hydroxy-citronellal vary widely but all sellers seem to be doing a fair business in it. Artificial violets are in fair demand and seem somewhat firmer than they did a month ago. Terpineol is rather easy, with competition in it quite keen. Safral and artificial sassafras are steady.

Vanilla Beans

The market presents a rather unusual appearance. Demand has settled down to quiet levels with the close of the summer season and buyers seem little interested in contracts either at present. At the same time, there has been some stiffening in local prices and in prices of Bourbons for shipment. Inasmuch as heavy stocks exist here and at virtually all primary points and new crops are said to be excellent in all quarters, buyers and to some extent importers as well are at a loss to explain the apparent firmness of the market. Most of them view it in the light of a temporary bulge in the market created by the desire of holders to realize costs

Foreign Correspondence

(Continued from Page 537)

Brazil

ESSENTIAL OIL PAU ROSA INDUSTRY.—The inauguration of the first plant in the State of Amazonas for the extraction of the essential oil of the wood known as "pau rosa" took place on March 9, 1927, in the county of Parintins, on the lower Amazon, in a place known as Lago Jose-Uassu, according to Consul George E. Seltzer of Manaus. The pau rosa tree, which is said to be abundant in the counties of Parintins and Maues, on the lower Amazon, is known scientifically as *aniba parviflora* and belongs to the Lauraceae family.

At present there are in operation two French-made stills each having a capacity of 500 liters, and two similar stills are now en route from France. The present production is about 1,200 kilos monthly and once the two additional stills are in operation, the monthly production will be increased to 2,500 kilos. According to the local agent, the essential oil produced by this plant contains 85 per cent. of linalool.

Norway

ALCOHOLIC PERFUMERY BARRED.—Perfumery containing alcohol will not be admitted in the parcel post mails to Norway, the United States Post Office Department has just announced. Norway has a national prohibition law. The full text of the Department's announcement follows:

The following changes should be made in the lists of prohibited articles in the mails to Norway:

Regular mails: Delete the first sentence reading, "Hair wash containing alcohol; perfumes, essences of, containing alcohol."

Add the following: "Hair washes containing alcohol, unless it is plain, from the outside of the article, from its invoice or in some other way, that the article is denatured in compliance with the domestic regulations in force."

Parcel post mails: Add the following, "Perfumery containing alcohol."

on their holdings. It is difficult to understand how, with the duller winter season at hand, values can rise to any extent. In fact, best informed interests believe that levels on all grades will settle back shortly to around recently prevailing prices and possibly to values somewhat below those which have been quoted in the market during the last few months.

Sundries

Trading has not been as active as it might have been, but there has been some improvement in inquiry and as a result there has been little change in prices since our review of last month. Menthol is firmer and while it is not expected to advance much this season, it is apparent to close students of the situation that the recent period of low prices cannot last beyond the willingness of the Japanese farmer to sell his crude oil at cost or below. Curtailed production and higher prices are forecast for next year by best informed factors. Rhubarb root is firmer in China and higher here. Other items are steady under the influence of slowly improving demand.

A Privilege to Read It

(Bonella Laboratories, Inc., Indianapolis, Ind.)

Several members of our organization watch each month for the privilege of reading this magazine.



Soap Freight Protest Still Pending

WASHINGTON, D. C., November 15.—The Interstate Commerce Commission's order in the Consolidated Southwestern cases, involving an increase of 15 per cent in the rates on soap in southwestern territory, will become effective February 3. No action has been taken by the Commission on the petition for reopening the proceeding and for reconsideration insofar as the order affects the rates on soap. The petition was filed October 18 by Procter & Gamble Company, Colgate & Company, Globe Soap Company, Gold Dust Corporation, Peet Brothers Company, Van Camp's, Palmolive Company, Swift & Company, Cudahy Packing Company and Armour & Company.

The petitioners' brief asserts that "the level of the soap rates made in the Consolidated Southwestern case has for its support of record a mere unexplained statement of some of the existing rates."

The petition states that its basis is a misunderstanding and misapprehension which the soap manufacturers had as to the scope of the Consolidated Southwestern cases, so far as soap rates are concerned. The petition points out that prior to the Commission's decision in these cases and while they were still pending, the Commission twice prescribed maximum reasonable rates on soap in the same territory, in the Memphis Southwestern Investigation, and in Procter & Gamble Distributing Company vs. A. T. & S. F. Railway, et al. The brief continues:

"Your petitioners feel that they were fully justified in ignoring the hearings contemporaneously pending in the Southwestern cases and in introducing no evidence at those hearings, and in confining their evidence to the record in the Procter & Gamble case, for four reasons:

"1. The Commission had refused to consolidate the soap case with the other Southwestern cases.

"2. Only one of the many complaints considered in the Southwestern case attacked the rates on soap, and then only to a limited extent.

"3. The only evidence of record with reference to the soap rates consisted of two sheets of an exhibit, showing present rates only, entirely unsupported by any testimony of their propriety or unlawfulness.

"4. The Commission in its decision apparently intended the rate basis fixed in the Procter & Gamble case to be permanent, for although mentioning the pendency of the Southwestern case, they pointed out no probability of any change in the rate level, except such as might be brought about through regrouping of Texas destinations, or under issues existing in the Southwestern cases.

Readers of the SOAP SECTION will find much of value to them in the TRADE NOTES, Patents and Trade Marks, Washington Correspondence and other sections.

Soap Cases Before Federal Board

WASHINGTON, D. C., November 15.—Nothing has developed in the Federal Trade Commission's case against James S. Kirk Company since the taking of testimony was closed last July in Philadelphia. At that time Edward E. Reardon, the Commission's attorney, gave notice that he would appeal to the Commission from rulings of Trial Examiner Edward M. Averill regarding the admissibility of certain documentary evidence. The Commission has not heard Mr. Reardon's argument to date. Upon decision by the Commission of the questions raised by Mr. Reardon, Examiner Averill, if the case is not reopened by the Commission, will report his findings, a time will be fixed for filing briefs, and the case eventually will come before the Commission for final argument. The issue involved is whether soap, the oil content of which does not consist entirely of olive oil, properly may be labeled "castile." Several other cases involving the same issue wait the Commission's decision in the Kirk case.

A complaint alleging the misbranding of soap has been issued by the Federal Trade Commission against the Hoosier Manufacturing Company, Union Soap Company, Crescent Soap Company, and C. A. Woche, Robert Wands and Rose K. Wands, the stockholders and officers of the companies named. The respondents carry on their business in Indianapolis and the Commission's complaint charges them with misrepresenting as "toilet soap," products which contain from 50 to 60 per cent of ingredients other than toilet soap ingredients, and cannot be put to use as toilet soaps without injury to the users. The respondents have not filed answer to the complaint.

The Federal Trade Commission will hear final argument on December 5 in Washington in its case against James J. Bradley & Company, of New York City. The company is charged with stamping and branding domestic soap as "English Tub Soap, Hanson-Jenks, Limited, London, New York." The respondent contended, in reply to the Commission's complaint, that the word "English" in reference to English Tub Soap is not used in a geographical sense but in a descriptive sense, and is used to designate its shape and not its place of origin. The respondent also informed the Commission that it has registered "English Tub Soap" as a trade-mark in the U. S. Patent Office and that the legend "Made in U. S. A." is plainly stamped in conspicuous letters on each cake.

Solves Your Problems

(John Dunai, Jay Dee Novelty Co., Jersey City, N. J.)

I recently subscribed for your magazine and one of the articles just cleared up a point that held me back a long time.

Oil Chemists Meet in New York

The first annual fall meeting of the American Oil Chemists' Society was held at the Chemists' Club, New York, on October 28. The meeting was called by the president after the governing board had decided that such an annual event was desirable to supplement the work of the regular annual convention. President H. P. Trevithick presided at the session, which was well attended. Among the addresses were the following: "History of the Society," by Dr. David Wesson; "Co-operation with the Bureau of Standards," by I. G. Priest, and "Hydrogenation of Oils," by Carleton Ellis.

In the evening a dinner was held at the Chemists' Club at which time Dr. Maximilian Toch and Dr. Charles H. Herty made addresses outlining the progress of the industry and some of the problems with which it is faced. A meeting of the Fat Analysis Committee, a joint committee of the American Chemical Society and the American Oil Chemists' Society was held on the same day. This body is formulating standard methods of fat analysis for use by American chemists and hopes to publish the results of its work under that title in the near future.

Proposed Standards for Red Rosin Discussed

The hearing held November 1 by the Food, Drug, and Insecticide Administration to consider the proposed new standards for rosin in which the predominating color is red, was attended by a complete representation of the producers and consumers of wood rosin. W. G. Campbell, of the United States Department of Agriculture, presided.

The representatives of the producers of wood rosin, a product in which the red color predominates, asked for a single new standard applicable to the grading of wood rosin. They urged that it be designated "F wood rosin," inasmuch as wood rosin was originally graded by the inspectors in the South as "F" because of its great clearness and brilliancy; and also because this designation and grading has been followed by the trade generally.

It was recognized, however, that the present Grade F, established by the Naval Stores Act, represents a color value quite different in kind and intensity from that of wood rosin. This led to an extended discussion of the possibility of confusion which might result from the adoption of the designation "F wood rosin."

The Food, Drug and Insecticide Administration will give several weeks' consideration to the recommendations made.

Utility of Bertram Method

J. VAN LOON, also S. H. BERTRAM (*Chem. Weekblad*, 1927, 24, 319-320, 320; cf. B., 1927, 450).—(A) The procedure laid down by Bertram cannot lead to accurate results if fatty acids are present having more than 9 and less than 16 carbon atoms in the saturated chain, and unless the oxidation of the unsaturated acids present gives rise to no monocarboxylic acids between the acids $C_9H_{18}O_2$ and $C_{16}H_{32}O_2$. The oxidation of the unsaturated acids present in parsley oil, for example, gives rise to lauric acid, which is not separated by the method laid down by Bertram. (B) A reply to the above. Saturated acids containing between 9 and 16 carbon atoms in the chain are, of course, not separated. Unsaturated acids having the double linking removed from the carboxyl group by 8 or more saturated carbon atoms do not occur in edible oils.—*British Chemical Abstracts*.

A Use for Soap Bubbles

The use of soap bubbles filled with explosive gas for the purpose of studying gaseous reactions is described in a statement issued by the Bureau of Standards as important to scientific understanding of these gases, particularly as they react in engines. Photographs are possible through the transparent soap film, it is stated.

A soap film has often rendered notable service to science, and that in quite diversified fields. A new and important application of it has recently been made at the Bureau of Standards where, in the form of a common soap bubble filled with the charge of explosive gases to be investigated and fired by a spark from the center, it permits, on account of its extreme delicacy and transparency, a continuous photographic record to be made of the progress of the explosive reaction from the instant the ignition spark passes, to the instant the reaction is completed.

The remarkable photographic records so secured show that instead of being a haphazard, wholly erratic process as one is led to infer from the mere testimony of eyes and ears and the broken fragments of strong containers, the explosive reaction, under the condition of constant pressure which the bubble provides, is seen to be as law-abiding and accurately symmetrical as any known.

The photographic records secured by the bubble device give all the quantitative dimensions necessary for the determination of the thermodynamic equilibrium; for the degree of dissociation of the combustion products; and, in case an inert gas is present in known quantity, for the specific heat of that gas at the high temperature of the explosion. All of the relationships involved in the determination of the magnitudes are indispensable to a better understanding of the gas engine. The bubble device is a wonderfully perfect engine in itself.

It operates without bearings, cylinder, or piston and with small heat losses against the pressure of its surroundings. The photographic record is an accurate engine diagram of the mechanical work executed by the known charge that has exploded.

But it is in another line equally as important as the thermodynamic, that the bubble device has given new quantitative knowledge. It has revealed the first insight yet won concerning the kinetics (rates), of gaseous explosions, in terms of the composition of those gases. It has shown that the linear rate at which the zone of reaction, the flame, liberates the energy of the explosive gases in which it is propagated, is proportional to the product of the concentrations of the active gases the flame is entering.

Production of Fat by a Species of *Penicillium* Grown in Sucrose Solution

H. H. BARBER (*J.S.C.I.*, 1927, 46, 200r).—The penicillium, isolated from moulds growing on starch paste in a textile works, produced a deep red color when grown on starch or sucrose. The surface growth on a liquid sucrose medium containing inorganic salts yielded on drying and extraction with ether 14% of fat, m.p. 13°, saponif. value 197-204, Hehner value 92.9-91.8; fatty acids, m.p. 36°, solidif. pt. 32°, mean mol. wt. 287-289. The fatty acids were separated into approximately equal proportions of saturated acids of m.p. 50.5°, solidif. pt. 49.0°, and liquid unsaturated acids. The residue then extracted with alcohol yielded a red substance which gave an insoluble lead salt.—*British Chemical Abstracts*.

Finishing of Grained Soaps*

Discussion of the Tongue Bite Method in Testing for Alkalinity

by R. Krings

TODAY, as in the past, probably nearly all soap makers still finish their grained soaps by using the bite on the tongue as a test, exactly as most of them learned it many years ago from their fathers.

Even in large establishments the use of the bite on the tongue is still practiced, and it is only when the soap maker believes that the finish, i.e., the necessary excess of lye is sufficiently large, that he sends a sample of the soap to the laboratory, and has it tested there, only to learn for the most part that the excess of lye present is exactly sufficient and that the tongue has again given a quite accurate indication. The test with the tongue bite is indeed so simple and is carried out so quickly, and can be made without any expense whatever, and besides is also entirely reliable for the experienced specialist, so that it is possible to speak of it without hesitation as an ideal method of testing.

As is known, in testing the soap with the tongue the purpose is to determine about how much and whether the soap in question contains an excess of caustic alkali, that is free alkali (soda lye); and at the same time by repeated test with the tongue the purpose is to determine whether this remains constant; that is, whether the fat addition involved is saponified completely and almost without trace; that is, as far as this is at all technically possible. Indeed, this determination, contingent upon the correct treatment of the several fatty raw materials, is the most important and most necessary task of the soap maker during the saponification process and the expert touches of the finished batch of the soap, since, indeed, upon the correct finish of a grained soap base depends its consequent correct storage quality, and therefore its full commercial value.

The soap specialist reads and hears, especially in recent months, so much of presumably new, good and still better and still more novel saponification methods and dead sure saponification possibilities, that now he slowly becomes quite confused. In spite of the fact that during his years of practice he has boiled many a shipload of soap, at least 98-99% of which was sold unprotected, he now slowly doubts whether he may count himself at all among soap makers or whether it would not be better for him as being no longer up to date to withdraw from his beloved calling of soap maker. Now when the soap maker in weighing these matters has reached the conclusion just mentioned, then it is time to pause and think through once more the simplest and most self-evident fundamental principles of soap making, and in this consideration the present article had its origin.

For the old soap makers of forty and more years ago no other test for alkalinity of grained soap was known than the bite on the tongue. Later came the phenolphthalein test. This latter, to be sure, was for the most part carried out incorrectly. Almost always it consisted in simply sprinkling a few drops of a 2% alcoholic phenolphthalein solution upon

the hot or even already cooled soap, and then when a more or less strong red coloration resulted, it was believed that a greater or smaller amount of excess of free alkali (lye) could be inferred. Such a test, however, leads for the most part to completely false conclusions; for phenolphthalein reacts also upon the alkaline carbonates (the soda content) in soaps, and this is present in every technical soda lye, and thus also in every soap, and may be also indicated by the rose color when in fact there is in the soap no excess of lye, but in reality a lack of it.

Besides, the high water content of every freshly taken sample of soap requires that the alcohol content of the drops of the phenolphthalein used be diluted, so that a red coloration of the soap sample almost always takes place, even when there is no excess of lye, and a small amount of fat remains unsaponified. By the high water content of the fresh sample of soap a break-up (hydrolysis) of the soap is produced, and a trace of the hydrolyzed soap, with which free sodium hydroxide (caustic lye) is produced, suffices at once to bring out a red coloration with the phenolphthalein. Thus any completely neutral but strongly water-containing soap may show an apparently alkaline reaction, so that such a test may lead to false conclusions.

The phenolphthalein test is reliable only when a sample of soap in a small evaporating dish or a reagent flask has been previously dried in a drying chamber or has been carefully heated over a flame (but not to over 110° C.), and the partly dry soap has been covered with at least 10 times the quantity of 95% of completely neutral alcohol, after which a few drops of phenolphthalein solution are added, and then the whole mixture is carefully warmed to the boiling point, so that the soap goes into solution. The more or less strong rose or red coloration which appears then only shows correctly the amount of free caustic alkali (lye) present in the sample of soap. The solution must now show not merely a weak rose color, but it must be distinctly red, yet not strongly so.

Now, however, since the sense of sight in every person is just as unreliable as the sense of taste, the phenolphthalein test is not more certain than the tongue test; so that, presupposing correct applications of the tests, both methods lead to equally good results.

It needs to be said in advance that most soap makers test the boiling soaps too often, or rather too early, and by doing so frequently dull the sensitiveness of the tongue so that it becomes useless for that day to accurately determine the excess of alkali, and in spite of the most violent tongue twisting not a single unaffected spot can be found. Further, since in reality only the point of the tongue is strongly sensitive to the intensity of the excess of alkali, the soap maker must save his tongue as much as possible, and therefore at the beginning of the saponification he will do better to let his assistant determine the tongue bite, leaving to himself the later test. Furthermore, at the beginning of the saponification the eye alone is completely sufficient to judge

* From *Seifens.-Ztg.*, Vol. 54, No. 31, p. 581.

and the experienced soap maker tells by the looks of the soap whether it needs more lye. Add to this the pressure test; that is, whether the sample of cooled soap has a smeary feel between the fingers, and therefore still contains much unsaponified fat.

A tongue burned by too frequent testing or by too sharp soap fortunately heals completely in a few hours, so that the soap maker on the following day is always again in complete possession of his sense of taste. Often the question is asked whether the tongue in the course of years, by the continual determination of the bite of the sample of soap is dulled and reacts less accurately. This is unconditionally to be denied, and the tongue always records correctly, just as the eye is never weakened simply by daily use.

But the tongue of every soap maker is not equally sensitive or strong. A tongue bite which one soap maker designates as a medium bite, another senses as a strong bite, when in reality no difference exists. Therefore it is well and necessary that every soap maker shall aim to determine and to exercise the sensitiveness of his tongue, and this also is easy of accomplishment and should be practiced in all factories in which a laboratory exists. The technical schools also should develop their pupils in the practice of determining the alkali excess in soap by the tongue test, if only by a few minutes of daily practice. The execution of this test is simple. Different soap samples, varying from a mild to a strong excess of lye, therefore giving a weak to strong tongue bite, are accurately graded, and then the soap maker only needs to firmly memorize the relative strength of the different tongue bites, and repeat this exercise several times. Then he knows pretty accurately to which degrees of alkali excess the several sensations of tongue bite correspond.

It is self-evident that it will not do to simply determine the alkali excess of a few pieces of soap, and to leave these then lying open for days, and only then to practice the tongue bite on them. Naturally during this time the contact with the air has in part changed the caustic alkali into a carbonate, and the loss of water has changed the solubility of the piece of soap under scrutiny; then of course such test of the sharpness of the tongue bite is useless and even misleading. The best course is to titrate the soap immediately after using the tongue bite test; that is, to determine the excess of alkali chemically.

By this method it is shown that the tongues of most soap makers determine accurately 0.15 to 0.2% of free alkali, and this degree of sensitiveness should also be fully sufficient. It will further appear that most soap makers designate a lye excess of 0.6% as a vigorous bite and 0.8% to 1% as very vigorous, but not yet as a burning bite, and that they will endure it for probably half a minute without a biting feeling on the tongue. More than 1% of lye excess is felt as unconditionally too sharp, and at that point the further determination of the sharpness with the tongue also ceases. An excess of 0.2 to 0.3% is felt as a light bite, and an excess of 0.3 to 0.6% as a more or less middle bite. Less than 0.2% of lye excess the soap maker for the most part does not any longer determine with the tongue, for it leaves then only a soapy taste and the soap concerned is designated as neutral; self-evidently, however, such a soap may still contain unsaponified fat.

In conclusion, a few words regarding the way to remove the samples from the kettle and how they must be applied to the tongue.

It is evident that samples may and can be removed from the kettle only when the fat or the lye last added to the

kettle has been boiled a sufficient time so that it may be assumed that all the material has been sufficient saponified. When the soap has reached two phases in boiling; that is, when the grain has been separated and is found together with the gelatine in the kettle, it is necessary to remove equal quantities of both substances in the sample, or else to test both separately.

The sample for the tongue test is taken up on the finger tip, is allowed to cool, another sample is put on a second finger tip to be tested by pressing the soap and is brought then to the tongue tip so that it barely touches. The tongue tip must not be rubbed over roughly, which would destroy the sensitive membrane of the tongue and thus render oversensitive the nerves of taste which may be laid bare by the rough application.

It would be greatly appreciated if many other colleagues, and also our friends the chemists, would determine the sensitiveness of their tongues, and would then report on the results, so that in this question, which is very important for the soap makers, the practice in chemistry might go hand in hand with its theory.

Patents and Trade Marks

(Continued from Page 535)

flat chordally of the skirt to tangentially engage the finish of a suitable container.

1,647,004. Loose-Powder Vanity Box. Burdon P. Hyde, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Sept. 17, 1923. Serial No. 663,025. 9 Claims. (Cl. 132-83.)

1. A vanity box having in combination a member having a peripheral wall or flange and forming a holder, a cover associated therewith, a bodily removable loose powder containing fitment he'd in the holder and having a peripheral wall and a bottom, said wall flaring towards its upper edge and terminating in a rim, a lid associated with the fitment and having frictional engagement with and below the flaring portion of the wall, said lid being provided with means for dispensing powder from the fitment, and means for frictionally engaging the fitment in the box.

1,647,046. Vanity Case and Ejector Therefor. William G. Kendall, Newark, N. J. Original application filed Dec. 22, 1926, Serial No. 156,479. Divided and this application filed Mar. 23, 1927. Serial No. 177,718. 5 Claims. (Cl. 132-82.)

3. A compact holding ring for vanity cases, comprising a ring having a horizontal portion and a vertical wall, said portion and wall having a depressed section depressed sufficiently to permit the entrance of a tool beneath part of a compact fitted within said ring whereby the compact may be ejected by an upward movement of that part of said tool extending beneath said compact.

1,647,069. Anchoring Device for Containers. Franz H. Ahlman, Morristown, Minn. Filed May 10, 1926. Serial No. 108,024. 2 Claims—Cl. 248-20.)

1. An anchoring means for a peripherally grooved container comprising a suspension element including a circular loop and a pair of rearwardly extending arms, said loop for mounting in the groove of the container a pair of clamping members oppositely disposed with respect to each other and adapted to be positioned against a standard, said clamping members formed with forwardly and rearwardly extending arms, said forwardly extending arms terminating in a pair of oppositely disposed arcuate extensions, said extensions overlapping the rear of said loop and said forward arms receiving the arms of said element, a hold fast device extending through said forward arms and the arms of said element for clamping the forward portion of said clamping members together, and means extending through said rear arms for clamping the rear of said clamping members together whereby said clamping members will be fixedly secured to said standard and said suspension element will be connected to the clamping members.

1,647,175. Perfume Bottle. George Grunberg, New York,

N. Y. Filed Oct. 16, 1926. Serial No. 141,968. 2 Claims. (Cl. 215-1.)

1. A perfume bottle of clear glass having a flower therein indicative of the perfume, said flower being made also of glass and colored in simulation of the natural flower, said colored glass flower being supported in fixed relation in the bottle clear of the walls thereof by means of a glass stem in simulation of the stalk of such flower and integrally united with and forming a unitary extension of a portion of a wall of the bottle.

1,647,215. Closure for Collapsible Tubes. Louis J. Elsas, Atlanta, Ga. Filed May 20, 1925. Serial No. 31,652. 4 Claims. (Cl. 221-60.)

1. A closure for collapsible tubes of resilient rubber or the like including a top portion having a slot, the abutting surfaces of the walls of the slot being formed with oppositely disposed nodules or extensions which when pressure is applied to the under surface of the closure the coating nodules being brought into contact prevent the inner end of the slot closing but effect opening of the outer end of said slot.

1,647,489. Container Decoration. Paul Fred Webster, Buffalo, N. Y., assignor to Du Pont Cellophane Company, Inc., Buffalo, N. Y., a Corporation of Delaware. Filed Nov. 7, 1925. Serial No. 67,661. 2 Claims. (Cl. 215-38.)

1. In combination, a container having an open top with a closure thereon provided with a skirt, and an open tube of hydrated cellulose disposed on the container and having its edge overlying the edge of the skirt but leaving uncovered the top portion of the closure.

1,647,514. Combined Animal Scarf and Vanity Container. Robert Eisenberg and Hugo A. Siefert, Philadelphia, Pa. Filed March 27, 1925. Serial No. 18,676. 3 Claims. (Cl. 2-65.)

2. The combination with an animal scarf having a head provided with an upper and a lower jaw, of a pocket book frame comprising hinged sections, one of said sections being secured within said upper jaw and the other of said sections being secured within said lower jaw, a lining for said sections forming with them a pocket book, and means to secure the free ends of the animal scarf together without opening said pocket book.

1,647,517. Lug-formed Cap. Charles Hammer, Hollis Court Boulevard, N. Y., assignor to American Metal Cap Company, Brooklyn, N. Y., a Corporation of New York. Filed Nov. 18, 1926. Serial No. 149,022. 21 Claims. (Cl. 215-44.)

1. A metal closure for glass containers comprising a top having a depending skirt provided with a closed lug having a concaved inner face.

1,647,527. Powder Container. Theodore Kirby, New York, N. Y. Filed March 18, 1927. Serial No. 176,399. 2 Claims. (Cl. 132-83.)

2. In a powder container, in combination, a bottom having upwardly extended sides; a tray having upwardly extended sides within the bottom, the tray sides extending above the bottom sides; a transverse wall dividing the tray into two compartments; a powder receptacle within the rear compartment, the sides of the powder receptacle extending above the tray sides; an inclined end to the powder receptacle having openings into the formed compartment, a cover for the powder receptacle, and a cover for the device the sides of which abut upon the sides of the powder receptacle cover sides and the tray sides.

1,647,533. Artificial Flower. Adelaide C. Matlack, Miami, Fla. Filed April 14, 1927. Serial No. 183,754. 8 Claims. (Cl. 41-14.)

1. In an artificial flower a resilient perfume container, constituting part of the decorative features of said flower.

1,647,886. Powder Container. Godefroy Léon Ravit, Annadale, N. Y. Filed Nov. 24, 1926. Serial No. 150,567. 5 Claims. (Cl. 132-82.)

4. A relatively shallow powder container having an opening in its top and a disc in said opening provided with powder outlets, ejector means in the container normally lying against the under face of the disc and closing said outlets, and means for operating the ejector means, including a manually operable actuator, the outer end of which is disposed exteriorly of the container and the inner end of which is operatively connected to the ejector means.

1,647,916. Cosmetic-Pad Holder. William G. Kendall, Newark, N. J. Filed Jan. 5, 1927. Serial No. 159,190. 6 Claims. (Cl. 132-82.)

83. As a new article of manufacture, a base for a compressed cosmetic powder cake comprising a concavo-convex disc-like body having a cake-retaining flange, extending about its periphery at its concave side and overhanging its peripheral portion, the said body having an approximately flat mid-portion of circular form and relatively small diameter, the said body being formed with an annular groove of transverse curved form surrounding said mid-portion of the body and facing upwardly and defining a pocket to receive a portion of the material, comprising a powder cake pressed in the body.

1,647,917. Compact Ejector for Vanity Cases. William G. Kendall, Newark, N. J. Filed Jan. 26, 1927. Serial No. 163,731. 7 Claims. (Cl. 132-82.)

6. In a vanity case provided with a compact plate, of a holding ring normally mounted in the vanity case and provided at one point with a depression or groove for receiving part of one edge of said plate, and an ejecting structure on the diametrically opposite side of said ring to said groove, said ring adjacent the ejector being provided with an opening, said ejector being substantially U-shaped with one leg extending through said opening and the other leg within said ring, said other leg being formed with a groove for receiving part of said plate for assisting in holding the plate in the vanity case and with a flange underlying part of the plate whereby when the ejector is pulled in a direction away from the bottom of the vanity case said plate will be ejected.

1,648,102. Process of Extracting Fats. Harold V. Atwell, Holliston, Mass. Filed Feb. 27, 1923. Serial No. 621,679. 5 Claims. (Cl. 87-6.)

1. That improvement in the process of extracting fats from fat bearing powder of vegetable origin, which consists in moistening the powder with water while avoiding the wetting of it sufficiently to form a paste, and then treating the moistened powder with a solvent for the fat contained therein to extract said fat from the powder.

1,648,314. Solvent. Robert C. Luly, St. Louis, Mo. Filed Sept. 11, 1926. Serial No. 134,945. 3 Claims. (Cl. 167-7.)

1. A solvent consisting of isopropyl alcohol, acetic acid and water.

3. A solvent consisting of isopropyl alcohol, acetic acid, water, and a flavoring ingredient capable of counteracting the flavor of the acetic acid.

1,648,367. Treatment of Oils and Fats for the Neutralization and Removal of Their Fatty Acid Content. Jacob William Spensley, Manchester, England. Filed Mar. 5, 1923. Serial No. 623,069, and in Great Britain May 5, 1922. 3 Claims. (Cl. 87-12.)

1. The process of preparing a neutral oil substantially free from fatty acid, which consists in treating animal and vegetable oils containing free fatty acid and substantially only the amount of alkali required for neutralization of the fatty acid thereof to combined high speed mechanical disintegration and centrifugal expulsive force, whereby the alkali combines with the free fatty acid content of the oil and simultaneously saponifies it, and then separating the substantially neutral oil from the soap stock formed.

1,648,670. Process of Extracting Fats. Harold V. Atwell, Whiting, Ind. Filed Feb. 27, 1923. Serial No. 621,678. Renewed Oct. 6, 1927. 4 Claims. (Cl. 87-6.)

1. That improvement in the process of extracting fats from fat bearing powder which consists in mixing the powder with a sufficient quantity of water to form a free flowing mixture, separating the greater part of the water with any ingredients dissolved therein from the remaining solid material but leaving said material in a moist condition, then treating said moist material with a solvent for the fat contained therein to extract said fat from the material, and performing the foregoing steps continuously.

1,648,778. Book Soap. David W. Mitchell, Chicago, Ill. Filed Aug. 14, 1922. Serial No. 581,825. 1 Claim. (Cl. 87-23.)

The combination with a book cover including attaching rings, of a plurality of leaves formed of soap each perforated

along one edge to define openings for the passage of the attaching rings, said leaves being perforated transversely to divide the leaves into a plurality of substantially equally shaped rectangular pieces permitting detachment of portions of each leaf from the attaching rings, the openings defined by each leaf permitting individual securing of the leaf to the attaching ring.

1,648,793. Closure for Bottles. Isaac Ephraim Weber, Luton, England, assignor of one-half to B. La Porte Limited, a British Company, and one-fourth to Horace Edward Alcock, Luton, England. Filed Feb. 16, 1927. Serial No. 168,664, and in Great Britain May 28, 1926. 1 Claim. (Cl. 215—56.)

A closure for a bottle to contain material liable to undergo change with development of gaseous pressure and having screw threads on its neck adjacent its mouth, said closure comprising a pad of elastic material having an incision and a cap for holding said pad in place on the bottle mouth, said cap having grooves in its under surface and also having internal screw threads to engage the screw threads on the bottle neck so that gas from the bottle can escape through the incision in the pad and along the grooves in the cap and pass away between the screw threads.

DESIGNS PATENTED

73,594. Combined Bottle and Holder Therefor. Jacques Worth, Paris, France. Filed Mar. 3, 1927. Serial No. 20,949. Term of patent 14 years.

73,669. Perfume Bottle Container. Esteban Monegal Prat, Barcelona, Spain, assignor to Myrurgia, S. A. Barcelona, Spain. Filed Nov. 24, 1926. Serial No. 19,836, and in Spain June 23, 1926. Term of patent 7 years.

73,686. Powder Box or Similar Article. Philip L. Blazer, Chicago, Ill. Filed Aug. 15, 1927. Serial No. 23,089. Term of patent 14 years.

73,696. Cap for Bottles or Similar Articles. Michael A. Green, Wheeling, W. Va., assignor to Hazel-Atlas Glass Company, Wheeling, W. Va., a Corporation of West Virginia. Filed June 3, 1927. Serial No. 22,309. Term of patent 7 years.

73,716. Bottle or Similar Container. William E. Swindell, East Orange, N. J. Filed Sept. 3, 1927. Serial No. 23,284. Term of patent 3½ years.

Prevention of Autoxidation of Olein

A. Bag and W. Nowikov (*Chem. Umschau*, 1927, 34, 175—176).—The tendency for olein and various unsaturated fatty oils to undergo autoxidation has been examined by determining, in the Mackey apparatus, the rise in temperature of wadding impregnated with the test liquid. The effect of the addition of small amounts of amines, aldehydes, organic acids, phenols, and alcohols has been determined, and it is shown that, whereas olein and cottonseed oil attain a temperature of 140° in from 1 to 2 hours, on the addition of 1% of β -naphthol they reach only 100° after 4 hours. These results have been substantiated on the technical scale. It is also shown that the addition of 1% of β -naphthol to linseed oil prevents polymerisation and oxidation for at least two years, the viscosity and iodine value of the sample being unaltered. The action is regarded as negative catalysis. —*British Chemical Abstracts*.

Plans Edible Oil Conference

The Federal Trade Commission has announced that among the practices to be considered at a conference contemplated for manufacturers, refiners and importers of edible oils, both cotton seed and olive oils, is that of packing such oils in containers resembling standard sized containers, but holding less oil than the size of the container indicates should be held. This matter has been assigned to one of the Commissioners.

The Synthesis of Fats in Theory*

By Dr. A. Gruen

The report treats on the one-hand of the laboratory methods for producing pure glycerides of definite composition, and on the other hand of the technically applicable processes. Starting with the first synthesis of a glyceride which was produced by Polouze and Gelis in 1844, and reviewing the systematic contributions of Berthelot and his pupils ten years later, the speaker explained the various forms of synthesis. The work of a systematic synthesis of all types which permit the anticipation of the system of the glycerides deduced from the theory, began only in the nineties of last century. Of structural isomers there are each 2 monoglycerides with one acid radical and 3 diglycerides of two acid radicals each, 1 triglyceride of three acid radicals, 2 triglycerides of two acid radicals each and 3 triglycerides of three acid radicals each. All methods for preparing glycerides rest in the last instance on the graduated esterification of glycerine or glycerine derivatives, in which one or two hydroxyl groups are masked or substituted. Today the order of events in most reactions is pretty well understood. The speaker then gave a systematic summary of the most important reactions in their regular sequence, which also clearly expresses the genetic relations of the several types to each other.

— Until recently the technical synthesis of fats has been of no consequence in the fat industry, since nature offers so many neutral fats of different kinds for consumption as well as for technical use, so that there was little incentive to work on the technical synthesis of fats, which even yet is of less importance than the process of fat splitting. In recent times however, certain synthetic methods have received attention in the fat industry, and their significance is increasing. We have three groups of the technical fat synthesis to distinguish:

1. The regeneration of neutral fats or of acid refuse fats, as they come from the refining process.

2. The improvement of certain natural fats by synthetic methods: thus e. g. completely hydrated oils, which in consequence of the large proportion of tristearin and of the high melting point conditioned thereby are unsuitable for human consumption, may be transformed into triglycerides with several acid radicals suitable for human foods.

3. Finally there comes into question the production of glycerides of such acids as are not found in natural fats.

The regeneration of glycerides, a simple method of esterification, is theoretically of little interest; the only problem for its technical execution is to find the right catalyser. The technical catalysers generally employed, like naphthalene-sulfo-acid or Twitchell's reagent are not applicable for the treatment of food fats; it is a great advantage to have succeeded in discovering a suitable catalyser in the metals of the fourth group of the periodic system especially in tin.

The technical synthesis of triglycerides with several acid radicals depends upon the change in esterification. It has long been known that glycerides are converted by alcohol into glycerine and fatty acid ethyl-esters even without catalysers. Berthelot already described the change. The change of esters in triglycerides with alcohol in presence of hydrochloric acid was discovered by Rochleder as early as 1846, and in 1852 Duffy discovered the change of ester by catalysis under the influence of alkali. The change of the esters of triglycerides by glycerine is also mentioned by Berthelot, but it was not then recognized that the change of ester takes

*From *Seifens. Ztg.*, Vol. 54, No. 22 (1927). Abstract of report of lecture delivered by the author at Vienna.

place by degrees. The technical change of ester depends predominantly upon the combination of neutral fats with glycerine. Thus primarily simple mono and diglycerides are obtained, but the glycerides resulting may be further chemically modified by reaction on each other as well as on the substratum, resulting in complicated mixtures of diglycerides with several acid radicals. These mixtures of diglycerides are now regenerated into triglycerides with several acid radicals by esterification with other fatty acids. The speaker then discusses the preparation of triglycerides with several acid radicals from those of one acid radical according to the reaction discovered by Normann. A change of esterification discovered simultaneously by Gruen and Normann is the chemical change or action of neutral triglycerides on each other, which takes place according to Gruen with special smoothness in presence of certain catalysts.

In conclusion the speaker describes the synthesis of a special class of glycerides, the Estolides. Several of these compounds are technically interesting, and already are used in the production of highly valuable special salves; others again are valuable for making soft and pliable textile fibers, leather, art leather, etc. It is very easy to obtain by technical methods triglyceride of the 12-oxystearic-acid. Three molecules of the oxyacid obtained from it by splitting are condensed, while two molecules of water are separated, to tri- (12 oxystearin-) acid. Two molecules each of this acid combine, with separation of water into hexa- (12 oxystearin-) acid. Along with these other reactions take place, and a mixture of homologous estolides is obtained, the properties of which are very similar and for practical purposes are identical. These estolide mixtures are then esterified. These reactions are technically carried through easily. However, it is possible to carry through in one operation all the complicated estolide condensations by internal esterification of oxyacid glycerides, which are both esters and alcohols. The speaker explained all this by equations and formulae.

Triglycerides have been prepared from highly condensed poly-oxy-acids, in which as many as 24 separate acid radicals were bound by one glycerine radical, and thus combinations with molecular weights of over 6,000 have been obtained. Furthermore such molecules can be still further condensed to complexes with molecular weights as high as 12,000; presumably 3-4 molecules may be still further linked together, and thus still higher complexes obtained. The physical properties of the glycerides of the estolides are very different from those of the corresponding oxy-acid-glycerides; their chemical properties and particularly their usefulness in the leather industry rest upon the fact that the estolides of the aliphatic oxyacids are analogous to the depsides, which are the condensation products of aromatic oxyacids.

Britain Acclimatizes Soya Bean

(Special Correspondence)

LONDON, November 10.—After more than twelve years of experimentation the curator of the Royal Botanic Gardens at Kew, London, has succeeded in acclimatizing the soya bean to British conditions. This will probably have a marked effect on British agriculture and industry, as the soya bean is of immense importance in various industries and its domestic production would probably result in considerably decreased imports of oils from abroad for use in high class toilet soap manufacture.

The Kew authorities have many other important experiments in hand, and it was from these gardens that the seeds which started the British rubber industry were sent.

Features of Soap Materials Market

(Continued from Next Page)

these oils are now being offered for forward shipments by European exporters at lower than prevailing prices for nearby delivery.

A. H. HORNER.

INDUSTRIAL CHEMICALS

The new contract prices on alkalis have been announced by some of the manufacturers and as forecast in our reviews of this situation recently, they are lower than the levels quoted for last year. The reduction, where one has been announced, amounts to 10c per 100 pounds from the 1927 prices. Reports to date indicate that a fair volume but by no means record tonnages have been placed at the new levels. There are also reports from makers who did not announce the reduction that they are doing a good contract business. It is hardly likely that they could sell at 10c above the market, however. Hence, it is very likely that they are meeting and possibly beating the 10c reduction in last year's quotations.

Other Soap Materials

No great change is reported in rosin. There has been a fair volume of business, but by no means a heavy one. Consumers in the soap trade are taking small quantities quite frequently but large sales are lacking. Paint trade is slow. Export inquiry is poor. Hence, prices are not as firm as they might be nor is the market likely to show any great recovery in spite of light production. Other items are dull and unchanged.

Separation of Liquid and Solid Fatty Acids by Twitchell's Method

A. Steger and H. W. Scheffers (*Rec. trav. chim.*, 1927, 46, 402-408).—The various methods of separating liquid and solid fatty acids by means of the differences in solubility of their metallic salts in organic solvents are criticised owing to the disturbing influence of their mutual solubilities, and, in the case of the salts of bivalent metals, to the formation of mixed saturated-unsaturated salts. The method recommended is Twitchell's modification (*A.*, 1921, ii, 662) of Varrentrapp's lead salt-ether method, using alcohol as the solvent. It is concluded from a large mass of experimental data that the separation is strongly influenced by the nature of the solid fatty acids, stearic acid separating better than palmitic acid, and the latter better than a mixture of equal parts of the two. The nature of the unsaturated acids appears to have much less effect. Unsaturated solid acids such as elaidic behave mainly as saturated acids with a low m.p., but the separation is less complete.—*British Chemical Abstracts*.

Bleaching Action of Fuller's Earth Upon Oils

G. Keppler (*Z. angew. Chem.*, 1927, 40, 409).—The increased bleaching action of fuller's earth after heating at 400° (cf. Neumann and Kober; preceding abstract) is considered to be also due to organic constituents such as humus which are present in clays, although the amount may be so small that the color is unaffected, and to the decomposition by heat of organic colloids and consequent freeing of the surface. Kaolin treated with alkali to dissolve humus bleaches more efficiently than when untreated.—*British Chemical Abstracts*.

MARKET REVIEW ON TALLOW, ETC.

GLYCERINE

Since our review of October, refiners have dropped their price for chemically pure glycerine to 22½¢ in bulk. There has been a severe decline in dynamite and crude, both here and abroad, owing to the lack of demand and large stocks which have accumulated. Crude producers who had been looking for an active call for their article for use in making dynamite for anti-freeze purposes, have become convinced that the market is not going to get any better and many of them have sought to sell what they have on hand, but owing to the few buyers it has been difficult to move their goods, except at the buyers' own figures. Our market is below the European equivalent, for most grades at the present time, so that importations under present conditions are not to be made to advantage. It is the general impression that, while the market is not likely to move up a great deal, the bottom has about been reached and some improvement is apt to occur before long.

W. A. STOPFORD.

TALLOW

After reaching the level of 9½¢ per pound loose f.o.b. seller's plant, and seemingly headed higher, City Extra tallow has at this writing slipped back to 8½¢. This weakness, which appears to be temporary, has been caused by the pressure on the market of the lower grades of tallow. The high price of beef has materially reduced production of the better grades of tallow, but owing to lack of demand for the lower grades the latter is in ample supply. Producers have been endeavoring to make combination sales of both grades and failing in this, a few have sold the better quality alone. Indications are that as soon as the poorer quality tallow is absorbed, the fundamental strength of Extra and Fancy grades will again assert itself.

Sales of grease have been scattered. Best quality House Grease is now available at 7½¢. Fancy tallow was sold this week at 9½¢ loose f.o.b. seller's plant.

The Middle West begins again to display interest in lower grade tallow, 6¼¢ Chicago being now bid for 40-40 stock with nothing offered, sellers claiming to be in an oversold condition. At Chicago 9¼¢ is bid for Prime, with no offerings.

E. H. FREY.

VEGETABLE OILS

Since our last review, the vegetable oil market, almost on the whole was quite inactive. Some contracts were placed for early next year's delivery, but, for the most part, buyers seemed to have been content with purchasing their requirements as needed. Coconut oil is holding steady at 8¼¢ to 8½¢ lb. New York and at 8½¢ lb. Pacific Coast in sellers tanks for nearby and immediate future delivery. The copra situation in the Philippines is steady to firm and producers of oil therefore are showing no desire to reduce their prices.

The Government's November 1 cotton crop estimate, pub-

lished this week, was of a bearish nature and although the general feeling after the publication of this report has been easier, it is as yet too soon to have been effective on cottonseed oil. The cotton oil market is easier, especially refined oil, but while consumers have reduced their views fractionally, producers are still trying to maintain the price established prior to the publication of the report. Crude corn oil is fairly steady at 9½¢ lb. at the mill, but in conjunction with the easier feeling in cotton seed oil, buyers of corn oil are also looking for lower levels.

Palm oil prices for forward shipments from Africa are slightly higher than prices prevailing here, and although there has been comparatively little trading recently, there is a good buying demand for both the hard and soft grades. Palm kernel oil has lately been in fair demand from the smaller consumers, due mostly to the fact that the price in cooperage or drums is by far more attractive than coconut oil. Olive oil and olive oil foots remain steady to firm because of the smallness of stocks here and abroad, but both

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Extra 8½¢. Edible, New York, 9½¢. Yellow grease, New York, 7½¢. White grease, New York, 8¢.

Rosin, New York, November 15, 1927.

Common to good.....	8.25	I	8.30
D	8.25	K	8.35
E	8.25	M	8.50
F	8.25	N	9.00
G	8.30	W.G.	10.40
H	8.30	W.W.	11.90
Starch, pearl per 100 lbs.....	\$2.97	@	
Starch, powdered, per 100 lbs.....	3.07	@	
Stearic acid, single pressed, per lb.....	.11	@	
Stearic acid, double pressed, per lb.....	.11¾	@	.12½
Stearic acid, triple pressed, per lb.....	.13¾	@	.14½
Glycerine, C. P., per lb.....	.22½	@	.24
Dynamite17	@	.17½
Soap lye, crude 80 per cent, loose per lb.	.11	@	.12
Saponification, per lb.....	.12½	@	.13

Oils

Coconut, edible, per lb.....	.10½	@	.10%
Coconut, Ceylon, Dom. per lb.....	.09¾	@	.10
Palm, Lagos, per lb.....	.07¾	@	.08
Palm, Niger, per lb.....	.07¾	@	.07½
Palm Kernel, per lb.....	.09¾	@	
Cotton, crude, per lb., f. o. b., Mill.....	.09½	@	
Cotton, refined, per lb., New York.....	.10¾	@	
Soya Bean, per lb.....	.13	@	.13½
Corn, crude, per lb.....	.12	@	
Castor, No. 1, per lb.....	.13¾	@	
Castor, No. 3, per lb.....	.12¾	@	
Peanut, crude, per lb.....	.13	@	
Peanut, refined, per lb.....	.14½	@	
Olive, denatured, per gal.....	1.70	@	1.75
Olive Foots, prime green, per lb.....	.10	@	.10½

Chemicals

Soda, Caustic, 76 per cent, 10 lb.....	3.00	@	3.10
Soda Ash, 58 per cent, per 100 lbs.....	1.32½	@	1.38
Potash, Caustic, 88@92 per cent, per lb., N. Y.....	.07½	@	.08
Potash, Carbonate, 80@85 per cent, per lb., N. Y.....	.05½	@	.05%
Salt, Common, fine, per ton.....	15.00	@	24.00
Sulphuric acid, 60 degrees, per ton.....	10.50	@	11.00
Sulphuric acid, 66 degrees, per ton.....	15.00	@	16.00
Borax, crystals, per lb.....	.04¾	@	.04%
Borax, granular, per lb.....	.04	@	.04½
Zinc oxide, American, lead free, per lb....	.06½	@	.06%

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... 9.00
... 10.40
... 11.90

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U	.14 $\frac{1}{4}$
U	.24
U	.17 $\frac{1}{2}$
U	.12
U	.13

@	.10%
@	.10
@	.08
@	.07½

(a) _____
 (a) .13¼

1.75
.10%

@ 3.10
@ 1.38

@ .08

@ .05%

@24.00

@11.00

@16.00
04%

@	.04%
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@	.04%
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